



# REFERENCE SECTION QUARTERLY

VOLUME 5, ISSUE 2      APRIL 2009

[HTTP://WWW.NJLA.ORG/SECTIONS/REFERENCE](http://www.njla.org/sections/reference)

## SECTION PROGRAMS AT NJLA

Making Sense of Business Reference  
Monday, Apr. 27 at 1:00 pm

What's a Database Anyway?  
Promoting E-Resources  
*(co-sponsored with PR committee)*  
Tuesday, April 28 at 9:00 am

Helping Your Patrons Understand  
the Global Financial Crisis  
Tuesday, April 28 at 11:00 am

Surviving a Genealogy Reference  
Interview  
*(co-sponsored with History & Preservation  
Section)*  
Tuesday, April 28 at 1:30 pm

Reference Excellence Challenges:  
Realities & Possibilities  
Tuesday, April 28, at 3:30 pm

Radical Reference: Community  
Librarianship with Free Software  
Tuesday, April 28 at 4:30 pm

One is Silver and the Other Gold:  
Harmonizing Iconic and Iconoclastic  
Librarianship  
*(co-sponsored with IT and Administration  
Sections)*  
Wednesday, 4/29 at 9:00 am

Tweet What? 6 Sweet Ways to  
Connect with Your Customers in  
140 Characters or Less  
*(co-sponsored with IT Section)*  
Wednesday, April 29 at 9:00 am

To Dewey or Not to Dewey  
*(co-sponsored with Reader's Advisory  
Roundtable)*  
Wednesday, April 29 at 11:30 am

Year's Best Graphic Novels  
*(co-sponsored with Reader's Advisory  
Roundtable)*  
Wednesday, April 29 at 2:30 pm

Future Reference Visions  
*(co-sponsored with CUS/ACRL-NJ)*  
Wednesday, April 29th at 3:30 pm

## A MESSAGE FROM THE SECTION PRESIDENT

As I was beginning to write this, all I could think of was "Conference, Conference, Conference" (to rip off recent NJLA Conference Committee communiqué). The Reference Section is either sponsoring or co-sponsoring sessions at every time-slot in the conference lineup this year, including a pre-conference workshop on business reference. I hope to see you at one or more of them! For the complete conference schedule, you can go to the NJLA Conference page here: <http://njla.pbwiki.com/Conference+2009>. Or, for the Reference Section sessions, you can go to our page on the wiki here: <http://njla.pbwiki.com/NJLA-Annual-Conference-Events>.

On Monday, February 9th we had a very productive business

meeting at the Toms River Branch of the OCL system. It was followed by an exciting presentation about diversity programs and grants that is described on page 8 by Sue Lipstein.

On Monday, March 30th our meeting took a slightly different turn from "business as usual." We decided to have more of an open forum to discuss some issues that are pertinent for us in our various libraries right now. We then had a tour of the Methodist Archives. Please read Nicholas Jackson's account on page 8.

Our next meeting will be at the Atlantic City Free Public Library, after a fabulous program about genealogy reference which will be co-sponsored by the History & Preservation Section. We planned the event for Friday June

12th, hoping that some folks would consider making the trip if it was in the summer and the beginning of a weekend. Please join us for the event and our business meeting – you can always hit the boardwalk or beach (or wherever) afterwards.

For minutes of our meetings, flyers for events, or other information about the Reference Section, please visit the NJLA wiki at: <http://njla.pbwiki.com/Reference>. If you have any questions, comments, suggestions, or would like to become more involved in the section, please feel free to contact me ([lcoats@monmouth.edu](mailto:lcoats@monmouth.edu) or 732-923-4537).

See you on the beach!  
*Lisa Coats*

## ART REFERENCE SERVICES AT THE NEWARK PUBLIC LIBRARY

What's it worth? Patrons may pose this question if they've inherited or purchased an antique, or if they've stumbled upon an overlooked work of art in their possession. Furthermore, the popularity of Antiques Roadshow, and some of the surprising discoveries uncovered in this series, have likely spurred people to rummage through attics, thrift shops, and garage sales with hopes of finding a potentially valuable object.

At the Newark Public Library, we provide statewide reference

services for art and we encourage librarians to submit any art-related questions to our reference staff. We can usually provide biographical information about artists, auction prices for art and antiques, and other information. We do not function as appraisers, but we are more than happy to locate auction hammer prices; we will also send along contact information so that your patrons can consult an expert.

To ensure that we provide the best possible service, we

ask that librarians complete an Art Identification Form (available at <http://www.npl.org/statewide/artidform.doc>). We request that patrons furnish a photograph of the object, as well as a close-up photo of the artist's signature or any markings, if applicable. Librarians should attempt to elicit as much information as possible from the patron, such as where the object was purchased, when the item was produced, etc.

*Continued on Page 2*

*Cont'd from page 1*

## ART REFERENCE

The Art Identification Form and photographs can be emailed ([reference@npl.org](mailto:reference@npl.org)), sent on Velocity delivery (CD&L #1539), or mailed to the Newark Public Library Reference Division, 5 Washington St., Newark, NJ 07101. While you may also fax the information to (973) 733-5648, photographs typically do not transmit well via a fax machine since image quality is considerably reduced. You

will usually receive a response in a few days, but if you are submitting your question by mail, please allow extra time.

While we strive to uncover as much information as possible during the research process, please do not feel disappointed if our efforts prove to be unsuccessful. There are many quite good artists who may be undocumented, signatures may be illegible, and findings may be inconclusive if a given signature does

not correspond with published examples. Additionally, the patron may be dismayed to learn that an old object or an original painting may not necessarily be valuable. Factors that play a role in determining value include buyer demand, market conditions and trends, rarity, condition, and authenticity.

If your patron is in a hurry, or if you would like to explore some art-related websites, please consult our art Web guide at

<http://nplwebguides.pbwiki.com/Art>. For additional details, please visit [www.npl.org/](http://www.npl.org/) statewide, and scroll down to Art, where you will find the Art Identification Form.

We look forward to hearing from you!

*Nadine Sergejeff*  
Reference and Collections Librarian  
Newark Public Library

## FINDING TEXTBOOKS FOR VISUALLY IMPAIRED STUDENTS

A few years ago my high-school-age niece was fighting a dizziness condition which made reading difficult and, at times, impossible. Although I was working in the textbook industry, I was not able to find a way to provide her with electronic or audio versions of her textbooks. My sister and I read textbooks aloud to her; my sister read to her directly, while I recorded chapters on cassette tapes. Thankfully, my niece's condition improved, but I thought there had to be a better way.

When I heard a PSA for Reading for the Blind and Dyslexic (RFB&D), I called their New York City location, attended an orientation meeting and became a volunteer reader. In two-hour sessions, I would read undergraduate level textbooks on subjects ranging from prison management, to the restaurant business, to 15th century European history. This volunteer work was as interesting as it was rewarding.

An October reference listserv query, "Does anyone know if there would be a way to get audio versions of textbooks free of charge for a visually impaired student?" motivated me

to research this topic further.

Any New Jersey resident (kindergarten through graduate school) who cannot read a traditional textbook does have access to alternative textbook formats. A number of non-profit organizations exist with the mission of providing digital/audio textbooks to students unable to use traditional textbooks for any medical reason.

One such organization is Recording for the Blind and Dyslexic (RFB&D), a non-profit group which provides recorded textbooks on a variety of subjects. Volunteers read the text of these materials aloud as well as describe visual elements on the page. More information, including applicable fees, is available at [www.rfbid.org](http://www.rfbid.org). Another group set up to assist students with reading disabilities is [www.bookshare.org](http://www.bookshare.org). With the largest library of scanned books and periodicals in the world, Bookshare.org provides excellent audio, large print and Braille materials at no charge to qualifying students in the United States.

Guardians of a New Jersey K – 12 student with visual disabilities should have their school's Child Study Team formulate an

IEP (Individual Education Plan) that includes the need for audio books. A letter from a physician confirming the child's inability to read a traditional print book is required. If the student suffers from a vision problem, he or she can then be registered with the NJ Commission for the Blind & Visually Impaired (NJCBVI) [www.state.nj.us/humanservices/cbvi/](http://www.state.nj.us/humanservices/cbvi/), which may pay for a membership with RFB&D.

I created a simple brochure on the topic and was able to present the information at a meeting of my local Lions Club. They were delighted with having me come as a speaker (my talk was brief) and were interested in learning about topics related to people with visual impairment. If you would like a copy of the brochure to distribute at your library, email me at [diane.alimena@pequannocklibrary.org](mailto:diane.alimena@pequannocklibrary.org).

*Diane Alimena*  
Reference Librarian  
Pequannock Township  
Public Library



Are you interested in learning more about the most accurate and up to date business directory information available through the New Jersey Knowledge Initiative?

ReferenceUSA contains powerful information on more than 14 million US businesses and over 120 million US households.

Here's what you will learn:

- Job searching made easy
- Solutions for local businesses, entrepreneurs
- Useful for everyone from first time users to high level researchers
- Comprehensive, accurate, up to date information

*REF USA : Premier Job Search Tool*  
presentation by Bill Loges

**April 28 and June 1**  
7-8:30

**June 2**  
2:30-4:00

In the Community Room at  
Middletown Public Library

Questions or to register,  
e-mail Ellie Strbo at  
[estrbo@mtpl.org](mailto:estrbo@mtpl.org)

## QANDANJ.ORG REFERRAL CENTER: GOING BEYOND CHAT REFERENCE...

While the focus of QandANJ.org is real-time reference service, librarians have always had the option of passing on questions that couldn't be fully answered during a chat session. On July 1, 2006, when Princeton Public Library took over as State-wide Reference Center, responsibility for answering those questions was transferred to us. Just one month earlier, QandANJ had joined OCLC's nationwide QuestionPoint Cooperative, with the result that QandANJ customers were now in many cases being served by non-QandANJ librarians. This presented two challenges: having to mesh QandANJ's own referral protocols with the protocols of the other consortia, and having to adapt to the capabilities and limitations of QuestionPoint's software, which had not been designed with a central referral center in mind. The first few weeks were a little rocky, but soon we had procedures that added rhyme and reason, and here we are, over 3,600 transactions—and two and a half years of great questions—later.

Here's how the system works: A librarian wanting to refer a question to our Reference Center assigns it the code "Followup by Patron's Library." In most consortia, every library with patrons using a chat reference service is

also staffing the service, and QuestionPoint automatically sends a transcript of the session to the library's electronic "address." In New Jersey, just under fifty libraries staff a project that serves patrons of well over 1,000 school, public and academic libraries, the vast majority of whom are not connected to QandANJ. In our case, "Followup by Patron's Library" sends the transcript to a "Shared Followup" queue, which we monitor here at the Referral Center seven days a week.

All questions come from New Jersey library cardholders who have entered the QandANJ "Academic" and "Public" queues, either through a link on their library's Web site or directly at [www.qandanj.org](http://www.qandanj.org). However, the vast majority of librarians who refer them to us are either librarians from other consortia or freelancers staffing QuestionPoint after hours and on weekends. Why is this? One factor may be that a relatively large share of QandANJ calls (particularly the after-hours ones) are picked up by non-QandANJ librarians. Another may be that the answered-during-chat rate for questions requiring familiarity with New Jersey sources may be higher for in-state librarians than it is for those outside the state.

For QuestionPoint librarians from non-New Jersey consortia, it actually seems to have more to do with their different referral protocols. This unfortunately results in many problematic referrals. Our statistics point up the problem. In the last three quarters of 2008, we picked up a total of 1094 questions. Of those, only 724, or roughly 67%, were proper referrals. The other 33% had one or more problems: there was no email address for the patron and therefore no way to send an answer (117); the patron was not expecting followup (126); the question concerned the patron's local library and could not be answered by consulting the library's web site (16); or the question had already been answered to the patron's satisfaction (48). We don't keep statistics on the number of questions that require clarification or for which no deadline is indicated, but these are also common problems. Referrals from QandANJ librarians nearly always work properly.

Except for the "no email address" transcripts, which are basically lost questions, we do not dismiss any of these "messy" referrals without offering to help. If clarification is needed, we ask for it. If it's not clear if the patron is expecting or still needs

assistance, and only a few minutes of research is required, we answer the question anyway. If it requires a more extensive search, we send a few sources and ask the patron to let us know if more is needed. If the patron has asked a question answerable only by a local librarian, we provide contact information. And, if it looks to us like the question has been completely answered, we ask the patron to tell us if that is not the case. We provide instruction as called for (for example, if the transcript tells us what library the patron uses, we offer search strategies for using that library's online sources). Also, if further research is required, we suggest—and strongly urge—that the patron use the reference services offered by his or her own library. Our goal is to make sure that each person's encounter with QandANJ results in a positive impression—both of QandANJ and of library reference services in general.

*Catherine Harper  
Reference Librarian and QandANJ  
Project Manager  
Princeton Public Library*

## NEW VIRTUAL REFERENCE BIBLIOGRAPHY AT RUTGERS UNIVERSITY

*The following information is reprinted with minor revision and with permission, from a posting from Library Garden (<http://librarygarden.blogspot.com>), a blog shared by NJ librarians from diverse fields and backgrounds.*

Marie Radford writes: I am delighted to announce that a team of faculty and students at Rutgers have just launched the long awaited, highly anticipated Virtual Reference Bibliography (<http://vrbib.rutgers.edu>) designed to be used by librarians,

students, scholars, and others who are interested in publications dealing with all aspects of virtual reference.

Hosted by Rutgers University's SCILS, this site is a continuation of the digital reference services bibliography maintained from 2000 to 2004 by Bernie Sloan. It now contains 700+ entries from Bernie's original bibliography, plus 200+ new items published from 2004 to the present. The redesigned site and new search interface was

created by Ben Bakelaar of Rutgers as part of a final project for Information Design class, taught by Jacek Gwizdzka, Ph.D. In addition, SCILS alums Andrea Simzak and Gillian Newton, and current student, Jeff Teichmann, worked diligently for many hours on verification and data input. Andy Mudrak, IT Systems Administrator and Assistant Dean Jon Oliver provided technical support.

This resource is designed to be an ongoing work in progress.

We welcome your input to keep it current and accurate. Please leave a comment at the VR Bibliography website if you want to add a citation, to correct a mistake, or wish to make a suggestion.

Do take a look and let us know how you like it!

*Marie L. Radford  
Associate Professor  
Rutgers University*

FACE DOWN YOUR BUSINESS REFERENCE FEARS

Do questions about company and industry research make you want to scream in terror? Does the stock market (and the worry that someone will ask you about it) keep you awake at night? Business-related questions pop up at most reference desks fairly regularly, whether you want them to or not. And with the downward spiral of the global economy on everyone's minds lately, these questions are only becoming more numerous and more complicated to boot.

What better time than now to attend "Making Sense of Business Reference" at the NJLA Pre-Conference? You'll learn to arm yourself with resources and strategies for handling the next business reference stumper that comes your way. And on Tuesday, join me for a session on exploring ways to not only help your patrons understand what's going on with the financial crisis, but also how to use the topic as a launching pad for marketing your library's collections and services. You'll leave these sessions ready to face down your next business reference question with confidence!

*Celia Ross*  
Independent Business Researcher and Library Consultant  
Stratham Research

TO DEW-EY OR NOT TO DEW-EY?

Nothing seems to strike a sour note more than the idea of eliminating the Dewey Decimal System and replacing it with the BISAC Bookstore categories in libraries. But when the Maricopa (AZ) Library renovated their Perry Branch they turned their backs on tradition and moved into what their customers wanted. This caused a national debate on De-wey or Not De-wey? How do you feel about the subject? Does it make you uncomfortable to think about this action? Why are libraries looking at this bookstore model to improve customer service? And if you were thinking of doing this in your library how would you proceed? Can you strike a balance between a bookstore model and library model? Come and participate in the debate! This program will be held on Wednesday, April 29 at 11:30 am

*Allan M. Kleiman*  
Library Consultant

REFERENCE EXCELLENCE CHALLENGES: REALITIES & POSSIBILITIES

We all know that library budgets are really tight, and users have high expectations for reference service. Coping with constant change, technology upgrades, and multiple demands on our time threaten our professional equilibrium. Despite these realities, this program challenges you to consider the possibility of outstanding and personalized service to every library user. Come to this engaging and provocative presentation to be inspired and to reaffirm excellent service as a core library value. This program will be held on Tuesday April 28, at 3:30 PM.

*Marie L. Radford, Associate Professor, Rutgers University*

"TWITTERVIEW" WITH AMY KEARNS AND JULIE STRANGE

This interview, with Central Jersey Regional Library Cooperative Program Coordinator Amy Kearns and Maryland AskUsNow! Statewide Coordinator Julie Strange, was conducted over Twitter (<http://www.twitter.com>). One of the hottest site real-time online messaging tools, Twitter requires that every message must be 140 characters or shorter. As you'll see, it makes for brisk conversation. Amy and Julie will offer tips for new "Twitterbrarians" at the NJLA conference on Wednesday, April 29.

**maziekien:**  
@akearns @strnglibrarian Hi! Michael from NJLA Ref Section News, could you tell me a little about your #NJLA09 "Tweet

What?" program?  
**maziekien:**  
@akearns @strnglibrarian This "twitterview" will appear in the Apr 09 issue of the NJLA Ref Section newsletter.  
**akearns:**  
@maziekien @strnglibrarian Good idea for a "twitterview" Twitter is more and more talked about and has new possibilities for "search"  
**akearns:**  
@maziekien @strnglibrarian at NJLA09 we'll talk about what Twitter is, how to use it, how it is the "new search" and why WE SHOULD CARE! :-)  
**strnglibrarian:**  
@maziekien @akearns jump rite in & play! Make friends, join conversations and watch things unfold. @twitter is what u make

of it  
**maziekien:**  
@akearns @strnglibrarian Great! Any tips for the inexperienced librarians out here?  
**akearns:**  
@maziekien Sure! Try to 'lock up' your real name or online identity-even if you don't think you'll use it. Build a great network of who ...  
**akearns:**  
@maziekien -you follow. Use search.twitter.com search topics and find who tweets about it. Ask/share/help/answer/be honest/sincere/authentic  
**maziekien**  
@akearns @strnglibrarian Sounds like sound advice. Would you mind sharing a few words about yourself?  
**akearns:**

@maziekien @strnglibrarian We both tweet a lot! We joined here 3 days apart in April 2007! I work for CJRLC.org and Julie: MD AskUsNow.org  
**maziekien:**  
@akearns @strnglibrarian Thanks for all the info! Any closing words for NJ librarians before the conference?  
**akearns:**  
@maziekien @strnglibrarian Just: Register 4 NJLA Conf <http://njla.pbwiki.com/Conf...> and come to the TWEET WHAT!?! session!?! ;-) LOL!

*Michael Maziekien*  
Senior Librarian  
Nutley Public Library



SURVIVING A GENEALOGY REFERENCE INTERVIEW

The demands of genealogy patrons can weigh on a reference department; they have an endless number of questions, and finding the answers can be difficult. But by learning some of the basic sources and strategies of genealogical research, reference librarians will find working with genealogists easier- and even rewarding. In my talk, I'll provide some very basic tips for genealogy reference by presenting a case study involving divorce, fine art, and submarine warfare. I'll draw on my experiences working with genealogy patrons at the Newberry Library in Chicago, and teaching an online genealogy course for librarians through the American Library Association. This program will be held on Tuesday, April 28 at 1:30 pm.

*Jack Simpson, Curator of Local and Family History, Newberry Library (Chicago)*

TRADITIONAL AND 2.0 REFERENCE

Anyone who's worked in a reference department that spans the generations knows that there are different "styles" of reference- and that all too often, these styles conflict! Some reference librarians (you know who you are) are all about using technology to go beyond the boundaries of the physical reference desk: social networking sites, virtual reference services, Second Life, roving reference...you name it, these Web 2.0 librarians have tried it. Other, more traditional reference librarians, (you know who you are, too) want to stick to what reference librarians do well already- face-to-face, one-on-one, expertise-driven reference. How can Web 2.0 librarians and traditional librarians have such fundamentally different views about librarianship and reference? Can they work together? In my upcoming presentation at NJLA 2009, "One is Silver and the Other Gold," I will use examples of reference interactions to talk about why the new generation of Web 2.0 librarians and more traditional librarians have such different ideas about librarianship and reference, and how this conflict is the result of a larger shift in the field of library and information science from a "system-centered" to a "user-centered" paradigm.

*Hannah Kwon, Ph.D Candidate  
Rutgers University*

THE YEAR'S BEST GRAPHIC NOVELS

As the popularity of graphic novels in libraries continues to grow, having dependable sources of collection development information is very important. Update your library's graphic novel collection with suggestions from librarians around the state at "The Year's Best Graphic Novels 2008", at the NJLA Conference on Wednesday. Hear about the best graphic novels published during 2008 for adults, young adults, and children. Panel members include Karla Ivarson, Ocean County Library; David Lisa, NJ State Library; Laverne Mann, Mercer County Library; and Tyler Rousseau, Ocean County Library.

As a YA Librarian and former social studies teacher, Karla Ivarson is interested in graphic novels for young adults, with a special focus on non-fiction titles about historical events.

An experienced reference librarian and library director, David Lisa is currently the Urban Libraries and Adult Services Specialist in the Library Development Bureau at the New Jersey State Library. His expertise with pop culture and comics was put to good use when he co-wrote the Super Librarian comic book in 2006 for the New Jersey State Library.

Senior Reference Librarian Laverne Mann's coordination of the Mid-Jersey ComiCon, as well as her extensive graphic novel collection development at her library, earned her a position among Library Journal's top library marketing professionals in their 2009 Movers and Shakers list.

An avid reader of graphic novels since he was a child, Reference Librarian Tyler Rousseau speaks frequently on this topic, as well as on technology and video gaming. He has recently written a chapter titled "Comics Go Digital," for the upcoming publication Teaching Generation M, which will be available in June 2009.

*Karla Ivarson, Young Adult Librarian  
Ocean County Library, Lacey Branch*

MAKE MARKETING MAINSTREAM IN YOUR LIBRARY

With an MLS from Rutgers, this California girl who has lived in Chicago for years always welcomes the opportunity to come to New Jersey! I'm looking forward to giving the NJLA Pre-Conference program "Marketing as a Team Sport," then another gig, "What's a Database Anyway? Promoting Online Resources," on Tuesday. I served on the ALA staff for 31 years as Associate Executive Director for Communications, and I have been pushing marketing for years. In 2000, I started a consulting business, Library Communication Strategies ([www.librarycomm.com](http://www.librarycomm.com)), with business partner Linda Wallace.

For a very long time, many of our colleagues resisted business-world strategies like advertising and marketing. They believed that "If we build it, they will come," and thought that commercial tools were beneath their dignity. Wow...How times have changed. Libraries today face huge competition both for users and support. In my two programs, I'll provide logical, practical and affordable

strategies to help you make marketing mainstream in your library's life. There will be a special focus on word-of-mouth marketing.

I'll also be listening and learning about the good work you're already doing. "Snapshot: One Day in the Life of New Jersey Libraries" is awesome: a good idea carried out with class. I look forward to meeting you--I hope MANY of you-- on April 27th and 28th!

*Peggy Barber  
Library Consultant  
Library Communication Strategies*

## SPRINGFIELD

We've all been reading about how libraries are becoming even more relevant in today's harsh economic times. Those of us who work in public libraries have noticed the increased use of public computers and questions about formatting resumes. Libraries are responding with valuable career and job search programming, filling a vital need within their communities.

On March 21st, Springfield Free Public Library was the site of one such program: Job Search 2.0, given by Amy Kearns, technically savvy Program Coordinator for the Central Jersey Regional Library Cooperative. The idea of the program was to show how social networking tools could be used in a job search.

Amy gauged the audience's familiarity with the tools by flashing icons and having the audience hold up their hands for ones that they recognized or had used. As the icons went from browsers to email to IM to blog-

ging to RSS feeds and on to more obscure social networking sites, the hands went down.

Amy briefly explained a number of technology concepts, and presented a framework for entering the 2.0 environment. For example, think of these tools as a brand. What do you want people to know about you? How do you want to present yourself? Questions came up about using pictures of your face. In the ensuing discussion, an audience member suggested creating a logo or design that could be used consistently for whatever tools are used. Amy let us in on some 2.0 protocol: not having a personalized image, whether it be a real picture or design or logo, could label you as a "newbie."

Another concept Amy presented: there are a plethora of tools available, and no need to use all of them. Choose tools that allow you to reach the audience you've targeted or that you feel comfortable with from a

security standpoint. For instance, at LinkedIn, the emphasis is on professionals who post resumes and tag their skills. This information can then be searched by others and contacts can be made. In contrast, the emphasis at Facebook is more socializing with people, "friending" others, and sharing details about personal habits and interests.

Subscribing to RSS feeds is a good way to keep abreast of new site content, and signing up for a feed reader service such as My Yahoo! can save many clicks by consolidating new content from many sites into one site and presenting it in an organized format.

Amy encouraged the audience to become active participants in the online community by posting responses and helping people out. As with networking in other formats, the benefits are usually indirect; you are just as likely to find a new video game partner as to find a new job. Either way, you've built a network that can be supportive in many different

situations.

Of course, there was talk of Twitter. Use of this tool is exploding as even President Obama and members of Congress are using it to keep in touch. While this presentation did not include a demonstration, Amy will be demonstrating and presenting it at NJLA during a session entitled, "Tweet What!? 6 Sweet Ways to Connect with Your Customers in 140 Characters or Less," along with Julie Strange, Statewide Coordinator of Maryland AskUsNow.

Based on the many questions and discussion, the audience was ready to overcome their doubts and go forth to socially network. Before heading back to hit the keyboards, however, Amy encouraged us to engage in some good, old-fashioned face-to-face networking.

*Lisa Florio*

*Reference/Technology Librarian  
New Providence Memorial Library*

## PRINCETON

Princeton Public Library has planned a series of events and seminars to assist job seekers in these tough economic times.

We are offering three sessions in April (one lecture, two hands-on) on the topic of online resources for job seekers. We will explore what is on the Internet in general, and how the library's subscription databases can be of help. We have also brought in media maven Alison Woo to give a talk on April 15th at 7:00 PM, about using new media to market yourself and your business.

On May 20th at 7:30 PM, we will have Dale G. Caldwell, author of *School to Work to Success*, give a talk that will focus on finding a job, managing money and enjoying uncomfortable times. We will also offer a

Resume Review night. The Resume Review Night will bring together 15 area human resources professionals, who will offer one-to-one resume counseling to individuals for 20-25 minutes. We hope to be able to review the resumes of 75 people in one night, and give them practical tips for improving layout and wording. In June, we have planned a series of interview workshops that will help hone the interview skills of those seeking jobs.

We have also partnered with the Census Bureau, as have many public libraries, to be a testing site for the upcoming 2010 Census as they are seeking to fill many positions. We have had over 15 test-taking sessions in the last few months, where over 100 people took the qualifying

test in hope of getting a job.

*Janie L. Hermann  
Program Coordinator*

## SUMMIT

It's 2009, and the job seekers are streaming into the public libraries. In response to the need for employment information help, the Summit Free Public Library offered "Job Search Tips: a Career Workshop" on March 31, led by librarian Rebecca Cohan.

The response was overwhelming, thus paving the way for future job search and career presentations. For over an hour, Ms. Cohan provided a Power-Point presentation covering the reference sources and databases available in the library and on the Internet. The focus was on

showcasing the many places jobseekers can find free information and assistance.

The attendees discussed challenges and roadblocks they had encountered in their job searches, and asked questions on how to overcome the "dead end" search. Others gave the group insight on techniques they had used to get through to human resources, such as personalized letters.

Our staff agrees that this is only the beginning of addressing the needs of the unemployed and underemployed, and we hope to learn from other libraries what types of programs have met with success.

*Cathy Prince, Reference Librarian  
Rebecca Cohan, Librarian*

## HARRY POTTER'S WORLD OF RENAISSANCE MAGIC, SCIENCE AND MEDICINE

The National Library of Medicine currently has a traveling six-banner exhibition, which explores the history of Renaissance science and medicine as introduced to readers through the Harry Potter novels by author J.K. Rowling. The exhibit highlights how Renaissance traditions and practices influenced the development of modern Western science, including alchemy and medicine. You can view the exhibit online at: <http://>

[www.nlm.nih.gov/exhibition/harrypottersworld/](http://www.nlm.nih.gov/exhibition/harrypottersworld/)

Inspired by this exhibition, a fun, 3-D interactive display has been created in the virtual world of Second Life. The display is nestled in a small forest on HealthInfo Island near the Consumer Health Library. It has a variety of sections, including a visually stimulating walking path lined with pictorial banners and surrounded by mythical creatures such as unicorns and drag-

ons. Visitors can stop to read interesting facts about the Renaissance era in a serene seating area. Another path leads to an interactive herbal garden where plants and trees offer information about ancient medicinal applications, beliefs and practices. Finally, as a special treat, visitors can teleport to a wizard's tree house filled with magical items high on a mountain top. We encourage you to visit our virtual display in Second Life.

<http://slurl.com/secondlife/HealthInfo%20Island/78/175/22>

*Elisabeth Jacobsen Marrapodi  
Library Services Director  
Trinitas Regional Medical Center  
Library & Information Center  
Elizabeth, NJ*

*Brielle Coronet  
Medical Librarian  
HealthInfo Island, Second Life*

## CELEBRATING THE HISTORY MONTHS WITH FACULTY AND STUDENTS AT FELICIAN COLLEGE

In an effort to reach out to faculty and students, the Felician College Library established a new tradition of celebrating history months. We honored the many achievements of African-Americans in February 2009 and did the same for women in March 2009. A colorful display case of books, periodicals, and vinyl records reflecting the accomplishments of these important people was set up near the entrance of the library at the beginning of each month. Brochures with relevant quizzes were placed by this display case as well as on the circulation desk. What we are proudest of, however, are the "History Month Readings" held each month. Open to everyone, these celebrations encouraged faculty, staff, students, and others to participate in the form of reading from a published work, playing an audio selection (e.g., music or an excerpt from a famous speech), or presenting an original work.

On February 18, 2009, we kicked off this new initiative

with a cozy group of faculty, staff, administrators, and students. Just about everyone brought something in to read aloud, and the feedback was very positive! A few attendees declared that such events were just what the library and campus needed.

Dr. Awilda Perez-Lane was one of the professors present and happens to be teaching a course this semester about women in psychology. She expressed interest in getting her students involved with the celebration of women the following month. I got in touch with Dr. Maria Vecchio, the professor teaching the history of women course this semester, to see if she would also be interested in having her students participate. Both classes happened to meet at the same time, so on March 4, 2009, instead of meeting in the usual classroom, their students met at the library. Thus, we had a much larger group of students attending our Women's History Month celebration, almost all of whom had selected something to share.

Dr. Kristen Abbey, an English professor, enjoyed herself so much at this celebration, that we came up with the idea of having a couple of her classes come in to the library to read some poetry during National Poetry Month in April 2009. She mentioned that this would fit in perfectly with the requirements of those courses, which asks that students read aloud. Furthermore, Abbey indicated that the English faculty is looking for a venue to hold their own poetry reading this semester and asked if the library would be interested in working with them on that, as well! This is a new role for the library, but in these times, when students and faculty alike rarely visit the library, preferring instead to do all their research online, this is a role we are eager to embrace.

We will continue to put up posters, send broadcast e-mails out to the campus community, and post on Facebook about the library's events, but we will also make certain to reach out to those individual faculty members who may have a more vested

interest in the focus of the celebration. Then, there is a greater chance that they will at least announce the event to their class, if not devote class time to bring their students to the library for a different kind of learning. Student clubs and organizations are additional groups to keep in mind when looking to form alliances that encourage student participation.

*Bonnie Fong  
Technical Services &  
Information Literacy Librarian  
Felician College*

**Don't want people  
at your event?**

**Don't advertise  
here!**

E-mail your event info to  
[jluchtenwalner@scotlib.org](mailto:jluchtenwalner@scotlib.org)  
or  
[mmazickien@bccls.org](mailto:mmazickien@bccls.org)

## FOCUSING ON DIVERSITY IN NEW JERSEY LIBRARIES

New Jersey libraries take their commitment to serving all members of their communities seriously. Nowhere was this more apparent than at the February 9th meeting of the NJLA Reference Section. Our "Focus on Diversity" program, held at the Ocean County Library Toms River Branch, attracted librarians from around the state.

Mi-Sun Lyu, INFOLINK Program Coordinator, and Allan Kleiman, member of INFO-LINK's Diversity Committee, showcased the process that 10 INFOLINK libraries went through to develop individualized plans for different diversity-based programs. Once the libraries had developed their plans for new programs and services, all of which were as diverse as the communities they served, INFO-LINK provided a \$500 grant for the implementation of each plan. Complete information about these programs can be found in the INFOLINK Diversity Initia-

tive Workshop Series Final Report, which is available on the



*Focus on Diversity program participants (L-R) Mi-Sun Lyu, Gigi Hayes, Allan Kleiman, Sabrina LaSpata, and Susan Quinn.*

INFOLINK web site ([http://www.infolink.org/pdf\\_files/DI\\_INFOLINK\\_Report.pdf](http://www.infolink.org/pdf_files/DI_INFOLINK_Report.pdf)). A multitude of creative ideas are ready for other libraries to replicate or use as "sparks" to fire up development of their own plans.

The second presentation of

the day was introduced by Ocean County Library's Assistant Di-

rector of Public Services, Valerie Bell. Chief Librarian Susan Quinn, Principal Librarian Gigi Hayes, and Senior Librarian Sabrina LaSpata treated the attendees to a preview of their Diversity Exchange site, which can be accessed at [\[diversity.theoceancountylibrary.org\]\(http://diversity.theoceancountylibrary.org\). This site, the brainchild of Ocean County librarians, started as a very low tech way to keep track of library programming for members of the diverse populations the libraries served. It has since developed into an advanced and dynamic database, with the ambitious and worthwhile goal of offering nationwide assistance to librarians in diversity programming, while communicating all the wonderful ideas librarians have through blogs and forums. Still a work in progress, this site is an example of how librarians are taking technology, mixing it with the different needs of the members of our communities, and serving it up "library style:" organized and available to everyone.](http://diver-</a></p>
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*Susan Lipstein  
Reference Librarian  
Hillside Public Library*

## NJLA REFERENCE SECTION MEETING AT DREW UNIVERSITY

As you walk across campus towards the library, Drew University opens into old oak trees, gentle slopes of green grass, and historic stone buildings. This was both my first time visiting Drew University and its United Methodist Archives and History Center, and my first time attending a meeting of the NJLA Reference Section. Indeed, I found the March 30 meeting to be quite valuable and fruitful, and I found everyone to be very friendly and welcoming. Further, it was an educational experience for myself and, I hope, for others. We had many interesting and engaging discussions on a variety of topics that related in very important ways to how we can enhance our profession and serve

our patrons. I found the dialogue on new and different approaches to reference services, such as roving reference, interlibrary cooperation and jobseeking assistance, to be quite appealing and useful.

In addition, the tour of the Methodist Center was, without a doubt, enlightening. It was a great opportunity to visit such a unique collection. The United Methodist Church (UMC) brought their international archival collection to Drew in the early 1980s. The Methodist Archives, located in a building across from Drew University Library, occupy about one-third of approximately six miles of shelf storage. Drew's archival collection is overseen by a team

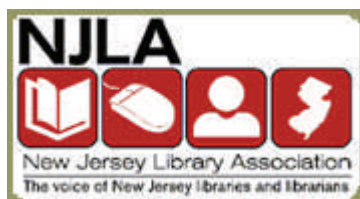
of librarians, archivists, and support staff that merge people from both the UMC and Drew. The stories told on the tour by Dale Patterson, Archivist and Records Administrator for UMC, were gleaned from archival materials in the Methodist Center. Particularly interesting were tales regarding a beautiful quilt displayed in the exhibit area, and some relics and memorabilia in the second floor conference room. The Drew Library presently uses Dewey, Library of Congress and a specialized cataloging system. They are considering combining all materials under LC in the future.

I would like to thank the Reference Section for arranging the tour. Also, I would like to

thank Dale Patterson, Dean of Libraries Andrew Scrimgeour, Methodist Librarian Christopher J. Anderson, and Head of Reference and Research Services Jody Caldwell for facilitating the meeting and tour. I never thought I would have learned so much about the history and honor of Drew University, Methodism, and the Methodist Archive.

*Nicholas C Jackson  
Information Services Librarian,  
Oradell Public Library  
MS Candidate, Pratt Institute  
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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 during the year, 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.

### **NJLA History and Preservation and Reference Sections Meeting**

June 12, 2009

9:30 AM – 1:00 PM

Atlantic City Free Public Library

*Taming the Beast:*

*Removing the Fear Factor from Local History Reference*

Reference Librarians! Are you intimidated by local historians and genealogists?

Do you cringe when they approach your desk? Are students and researchers asking you for historical resources that you just can't find? Does the administration insist you venture into the archives?

Archivists! Are you frustrated by librarians who pass "easy" questions onto you?

Do you wish you could convince the reference librarians that the archives are not that scary? Are you baffled by why local history is often pushed aside by the administration?

Join the History & Preservation Section and the Reference Section of NJLA for an insightful, entertaining, and enlightening discussion of the often frightening and always misunderstood relationships among reference librarians, local history librarians, archivists, and administrators. This panel discussion, presented by an archivist, a public reference librarian, an academic librarian, and a library administrator, will explore various options and strategies to help reference librarians and archivists to work together to achieve a similar goal – assisting patrons to find answers for local history questions.

#### **Panel participants:**

*Lydia Javins*

Principal Library Assistant, Head of Archives and Special Collections, The Richard Stockton College of New Jersey

*Heather Pérez*

Archivist/Reference Librarian, Atlantic City Free Public Library

*David Pinto*

Library Director, The Richard Stockton College of New Jersey

*Julie Senack*

Head of Reference and Information, Atlantic City Free Public Library