



# REFERENCE SECTION QUARTERLY

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

## MESSAGE FROM CO-PRESIDENT

### NO TURNING BACK: MOVING FORWARD IN THE DIGITAL AGE

This issue is devoted to a review of No Turning Back... moving forward in the digital age, the 3<sup>rd</sup> Annual Adult Services Forum, sponsored by the NJLA Reference Section and held at Middlesex County College on Wednesday, October 26. The day was a great success by many different measures. Perhaps the most important measure is the depth and breadth of talented librarians in New Jersey. We had a variety of speakers from the experienced to the newbie, from those who focused on patron services to those who focused on personal development. All in all, our 9 sessions were well attended and well reviewed.

The Forum is growing in appeal and we reached a new enrollment peak this year with 137 registrants from all over the state and from academic as

well as public libraries. The weather and daylight cooperated to make it a good travel day and we found ample parking and wonderful facilities at Crabiell Hall, a brand new building at MCC with an excellent meeting setup including wireless, built-in projection screens and laptops, microphones and a capable staff available to assist.

Our sincere thanks go out to Mark Thompson, Director of the Library at MCC whose sponsorship and assistance were invaluable. Once again, the format this year was comprised of a keynote address given by Robert Lackie, 2 sessions with 3 choices each, lunch, an afternoon session with 3 choices and a review and update from the State Library followed by a raffle. We filled out the afternoon break and lunch hour with presentations from 5 vendors



chosen because they have all made or are in the process of making major announcements about their product line in the area of digital resources.

It was quite a full day of content but there were enough breaks in the schedule and short sessions at lunch for people to opt out and chat with colleagues or just chill out in the quiet room across the hall where people read and rested.

If you didn't attend, perhaps it'll get you thinking about attending next year.

*Lisa Florio*

#### UPCOMING EVENTS

*Tour of Baker & Taylor*  
*Tour of State Library*

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Please visit the Reference Section wiki at [www.njla.org](http://www.njla.org) for links to presentations and notes from the day.

## 2011 ADULT SERVICES FORUM KEYNOTE



Anybody feels like there's a revolution going on around us?" Robert J. Lackie asked librarians at the New Jersey Library Association (NJLA) Adult Services Forum held at Middlesex County College on Oct. 26.

Lackie, a professor-librarian at Rider University and sought-after speaker and pre-

senter addressed critical questions facing New Jersey librarians in the keynote address entitled, "Advocacy, Collaboration & Communication: Connecting Reference Librarians, Now and in the Future." Lackie identified some of the most effective technologies and strategies to increase connectivity and promote the value of libraries.

"The future of the library depends on us reinventing and building on our traditional strengths," said Lackie, who leads the Franklin F. Moore Library's course-integrated Research Instruction Program and serves as Education Librarian at Rider.

Tapping into Web 2.0

technologies and social networking tools is just one factor of the equation. From Lackie's perspective, the way forward for libraries is really about better communication to strengthen networks, leverage talent, share the workload and remain relevant.

"Look past the technologies," he said. "The mission should be about enhancing instruction and that means instruction on the reference desk, that means one-on-one. Learning, connections, collaborations, relationships...that's what it's all about as a librarian. That's what we should be striving to do is enhance those things, not putting up barriers around them."

Lackie's final piece of advice was for librarians to "get a seat at the table" whether through committee work, board service or the NJLA Reference Section. "If you do not get involved then you will have no influence over the future of your job, the future of that library... or the teaching, the learning, the scholarship or the service," he stressed.

"We have to want to shape the future. We can do that, but we have to want to do that and not sit back and expect that someone else will do that."

*Cynthia Tavlin  
Library School  
Student Representative*

## THE LIBRARIAN'S TOOLBOX

During his keynote address, Robert Lackie touched upon 10 Web 2.0 technologies and social networking tools.

Here's a preview of five, the other five are available on the NJLA Reference Section wiki.

### **Doodle**

<http://doodle.com>

Doodle is an easy, free tool for scheduling, saving you money, time, and energy when you are trying to get people together, in person or virtually. Lackie likes

how "Doodle enables you to propose several dates and times and all of the participants can indicate their availability online—and it doesn't require you to register, and everyone can check back and see what other participants have selected and easily edit their own selections."

### **Drop Box**

<http://www.dropbox.com>

A free web-based file hosting service that allows users to store and share photos, documents and videos with others across the Internet. Great, says Lackie for accessing files on the road.

### Google Docs

<https://docs.google.com/>

Free online tool to create, collaborate and work on documents in real time. For libraries, it can be the go-to source to store and access everything from reference statistics to employee schedules.

### Prezi

<http://www.prezi.com>

“More interesting than a PowerPoint,” is Lackie’s assessment of the free, web-based presentation software Prezi. The Flash-based application allows users to create non-linear presentations and visually map words, images and links instead of the slide-by-slide approach.

### Wordle

<http://www.wordle.net>

Wordle is a toy for generating “word clouds” from text that you provide. The clouds give greater prominence to words that appear more frequently in the source text. You can tweak your clouds with different fonts, layouts, and color schemes. The images you create with Wordle are yours to use however you like. You can print them out, or save them to the Wordle gallery to share with your friends. Lackie likes generating Wordle to place on a power points slide, using all of the words from the presentation, “It can be a great communication starter and tool and it’s free!”



WERE YOU UNABLE TO ATTEND THE ADULT SERVICES FORUM?  
NOT A PROBLEM, [CLICK HERE](#) TO VIEW THE FULL  
PRESENTATION BY ROBERT LACKIE.





## READING BYTES: ONLINE RESOURCES FOR READERS' ADVISORY

I don't know about you, but sometimes my mind goes blank when a patron walks up to my desk and asks me to recommend a good book. So I was eager to attend the session on Online Resources for Readers' Advisory at October's Adult Services Forum.

This dynamic panel opened my eyes to a wealth of resources to help librarians connect readers with a perfect book. The presenters included five experts from NJLA's Readers' Advisory Round Table, led by Yvonne Selander, Readers' Services Librarian at Bridgewater Library.

The other panelist were Joanne Cronin, Readers' Services Librarian, Morris

County Library; Brenda Muhlbaier, Circulation Manager and RA Coordinator for Gloucester County Library - Mullica Hill Branch; Liz Burns, Head of Youth Services for the NJ State Library Talking Book and Braille Center; and Roz Reisner, Great Group Reads Coordinator, National Reading Group Month.

Each of the presenters reviewed some of her favorite RA websites. They shared plenty of great sites and suggestions on how to use them. To mention just a few:

### Shelf Awareness

[www.shelf-awareness.com](http://www.shelf-awareness.com)  
A free e-newsletter about books and the book industry, for readers and book trade pros.

### Smart Bitches, Trashy Books

[www.smartbitchestrashybooks.com](http://www.smartbitchestrashybooks.com)  
This "snarky, hilarious" site focuses on romance novels, and two of the presenters admitted that it's one of their guilty pleasures.

### Overbooked

[www.overbooked.org](http://www.overbooked.org)  
Lists items receiving starred reviews in library reviewing sources, plus "hotlists" of new/notable books.

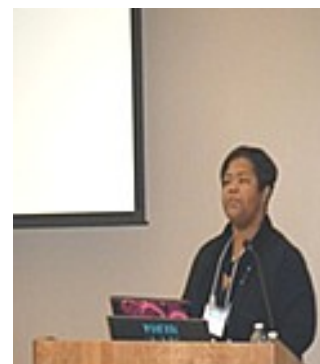
### Early Word

[www.earlyword.com](http://www.earlyword.com)

Reviews of upcoming "buzz" titles; lists of award winners and best books all in one place. The handouts from the session, which can be found [here](#), list many more great RA sites, some on books in general, and others focusing on specific genres. They are guaranteed to make us even better book experts!

Barbara Laub

Head of Technical & Adult Services  
Maplewood Memorial Library



## MLIS STUDENT DEBUT AT THE ADULT SERVICES FORUM

In her first introduction to the New Jersey library community, Rutgers MLIS student and Reference Section student representative Miraida Morales made a lasting impression.

The title of the session, Buried Treasure: Digitizing a Hidden Library Collection, hinted at Miraida's challenging choice of internship project.

It was a combination of luck, timing and asking the right questions that scored Miraida the internship at the National Library of Puerto Rico.

Her task was to make the contents of a long-ago-donated collection

available online. She faced many obstacles on the way including no budget, shared IT resources, bad weather, humidity in July.

In spite of all that, she was determined to deliver tangible results including starting to digitize the collection as well as developing a plan that would allow librarians to continue the project after she left.

Her training at Rutgers towards a certificate in digital librarianship was fully utilized as she decided on open source software, recommended hardware and a backup strategy and decided what amongst the 20 boxes of material she would

choose for the initial display.

Her talk included a fascinating flavor of Puerto Rican culture as she told us about the individual who collected the material and his fascination with the subject of heraldry.

It turns out that heraldry is a widely studied topic in Puerto Rico and the collection contains his

research and original designs for many municipal crests and flags.

You can get her full presentation and notes at the [Reference Section wiki](#) or check out the Puerto Rican National Archives page and the search [Miraida](#) created for the collection.

*Lisa Florio  
Reference Librarian  
New Providence Memorial Library*



## DIGITAL PETTING ZOO

During the Adult Services Forum this year, the Information Technologies section of NJLA was proud to host a technology petting zoo.

During the lunchtime session, we offered attendees the opportunity to come and try various devices which our patrons are currently using to read e-book, use the Internet, play games, and many other things.

Devices that we offered that day included several versions of the Kindle e-reader, several versions of the Nook e-reader, a first generation iPad, as well as an Android Galaxy Tablet, as well as an iPhone and iPod Touch.

It was great to have so many people able to stop by, play with some of these devices, and most importantly ask questions.

While most of the questions dealt with performing various functions on the devices, it was just as pleasing to field questions about how different libraries are lending devices, providing them at the library for patrons to play with, or providing them in-house for staff training.

Many libraries are thinking about how they want to incorporate e-readers

and other tablet devices into their services, and it was really great to see many of them be able to come by and explore with them to help inform these decisions.

*Douglas Baldwin  
Systems Administrator  
Cranbury Public Library*

## LIBRARIANS DO THAT?

The preview of the panel stated that “a panel discussion promises to be a lively conversation about the gap between what we actually do and what people think we do as well as what we should be doing.” And indeed it was a lovely although straight to business exchange of opinions.

The animated discussions followed the presentations of such experts in the field as Dale Spindel, Kenilworth Public Library Director; Leslie Kahn, Reference Librarian at Newark Public



Library; and Karen Klapperstuck, Virtual Branch Manager at Monroe Township Public Library.

All panelists recalled difficult and sometimes hilarious situations. One patron wanted to find a ticket to Los Angeles for the same price his friend bought it six months ago. It was impossible as the ticket price at the time



was a promotional one offered for a short period.

Another patron at another very busy library wanted her old resume to be quickly revised and retyped by the librarian as she was having an interview later that same afternoon. And the list goes on.

So what do you do in such cases? How do you keep up with the patrons' sometimes exaggerated expectations in the era of the Internet and smartphones?

No easy answers have been found, but everybody agreed that libraries should be involved even more than before in community affairs, to be proactive and anticipate the help the residents may need.

For instance many libraries compiled resources to help Hurricane Irene victims to navigate state and government resources

that provided information about the recovery effort.

Most libraries already offer programs and classes that are tailored to local needs: free SAT preparation classes in Newark Public Library; programs in business, personal finance and technology in Somerset County Library; and a petting zoo for patrons to play with technological devices in Princeton Public Library.

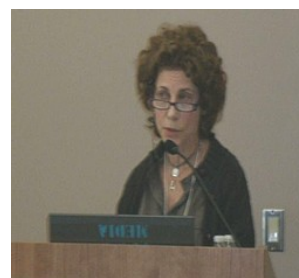
And yes we should become more active in promoting and marketing our diverse resources: meeting our patrons where they are - on Facebook, Twitter, and GooglePlus - is just a start in entering into community conversation.

Librarians should also subscribe to our own marketing and trust in our resources and search savvy, because the apparently impossible question is often answered in spite of our initial panic.

To allow additional time, some libraries have implemented reference appointment sessions. For very complex requests, librarians may simply give the inquirer a good start - with an invitation to return if she/he becomes stuck.

In addition, New Jersey librarians can contact The Newark Public Library, which is contracted to answer librarians' questions.

Because we are living in a rapidly changing environment, what libraries do is changing all the time.



Articulating the scope of our programs is an ongoing effort.

*Irene Vershinin  
Reference Librarian  
Maplewood Memorial Library*





## WAYS TO MOBILIZE YOUR LIBRARY

In presenting on new technologies, one of the greatest challenges is balancing theory and practice. At the 2011 Adult Services Forum, Melissa Brisbin and Cynthia Lambert struck a perfect chord, describing the rationale and need for new services, knowledge structures and technologies while showing off instantly reproducible results.

I walked into this program with high expectations, only to find them repeatedly exceeded; and by the end of the program I had already taken steps to mobilize my library.

When your local gym, deli or auto repair shop features its own QR code, it's past time to get on board with this trend. Melissa Brisbin made it look and sound easy to put together a QR code

for your library. Through sites like [www.qrstuff.com](http://www.qrstuff.com), apps for [Android](#) and [iPhone](#), and additional resources described during the presentation, you can generate a QR code for your organization in less than a minute. I used qrstuff to create the working QR code (*see the image on this page*) for the [Rockaway Township Free Public Library](#) during Melissa's brief talk.

Melissa also focused on ways to use your new QR code to promote library services and activities. Her full presentation (created using [Prezi](#)) is available [here](#).

Cynthia Lambert followed up with a presentation on the many ways the [Somerset County Library System](#) has improved their library services for an increasingly mobile environment.

With a [mobile app](#), the largest ebook collection in New Jersey and a pilot program featuring [Chromebooks](#) (simple, inexpensive, Web-optimized computers), Cynthia's library system has secured a position on the leading edge of library innovation.

Attendees were encouraged to adopt similar measures at their own libraries. Check out her presentation (and Doug Baldwin's) [here](#).

Participants chose to hear Doug Baldwin's presentation on mobile websites (his talk on Kindle lending left for another day due to time constraints). Doug broke down the benefits and challenges of designing a library app vs. a mobile-friendly website in the simplest possible terms. He also provided a list of sites like

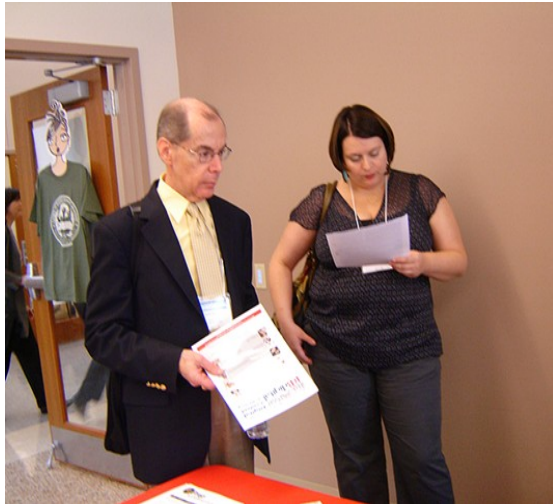


[instantmobilizer.com](http://instantmobilizer.com), though which you can view your library's website as it would appear on a mobile device.

Finally, Doug described quick and easy ways to create a simplified mobile version of your site, and methods for creating a more comprehensive experience for your site's smartphone-carrying visitors.

*Michael Maziekien  
Head of Reference/IT  
Rockaway Twp Public Library*





## BEYOND THE FORUM

The Hoboken Public Library has recently initiated a new program series called Hoboken Do-It-Yourself (DIY), which is a monthly series of programs that focus on unique skills and informational programming as taught by local individuals, businesses and organizations. Our inaugural schedule includes bread baking, interior design basics, chocolate making, recycled sculpture art and home beer brewing.

Like most libraries we strive to adopt emerging

technology trends and engage patrons in an online interactive setting. Our library currently operates such services as weekly computer classes, a technology lending program (Kindles, Nooks, laptops, Ipad, etc.), diverse online databases and resources and maintains an interactive presence on a variety of social networking platforms.

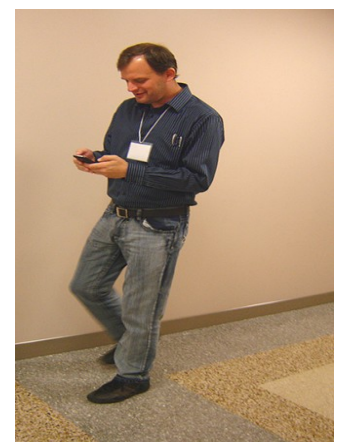
However, programs like Hoboken DIY are becoming increasingly important as they promote local businesses, the commu-

nity and the library. Our multi-faceted approach to promotion includes traditional advertising such as monthly newspaper ads, online news ads, print and email newsletters, Facebook and Twitter, and flyers in-house and around town. It is hoped that this program will be extended to include collaboration with the local chamber of commerce and government to further local cooperation and exposure.

As a result, this program benefits local businesses,

our patrons and the library fostering cooperation of various groups. With collaboration comes shared resources and networking opportunities, which increases media exposure and visibility within community for businesses and positions the library as an important local institution and as a public space.

*Matt Latham  
Program Coordinator /  
Reference Librarian  
Hoboken Public Library*







## 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 libraries, to read and write about the issues that they face.

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## MEET NJLA'S REFERENCE SECTION QUARTERLY'S NEW CO-EDITOR IRENE VERSHININ

Starting with this December issue, Irene Vershinin has become an editor of the NJLA Reference Section Quarterly Newsletter and will be working together with Nick Van Dorn.

Irene received her MLIS from Rutgers University. She is currently working at the Maplewood Memorial Library as an Adult Services Librarian and moonlights at Summit Public Library. In her spare time Irene enjoys reading books and designing websites.

