

REFERENCE SECTION QUARTERLY

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

MESSAGE FROM THE PRESIDENT

RETOOLING 4 TOMORROW

Greetings Fellow Librarians,

My name is Nick Van Dorn and I am humbled to take on the role as president of the NJLA Reference Section. I would like to thank this year's past presidents Cathy Prince and Lisa Florio for your excellent work in the reference section, success with 2011's Adult Services Forum, and your guidance and support as I take on this leadership role.

This issue's primary focus is on NJLA's Retooling 4 Tomorrow, the innovative and inspiring conference which took place at the Revel in Atlantic City this past June. What a conference and what a view of the ocean! The collaboration with different NJLA sections allowed the Reference Section to create a rich diverse set of programs for librarians. One such program, in which I had the opportunity to co-present, was [Reference Remixed](#).

Working together with former NJLA Reference Section president Michael Maziekien, we discussed the latest news in music-based programming, ways to create innovative collections, and new online resources and ideas to implement in libraries. It was nice to be able to work with Michael again. We were quite a team at the reference desk in Nutley and he continues to be a great friend and mentor to me.

The Reference Section has an exciting year ahead of us, most notably the Adult Services Forum. Last year's No Turning Back: Moving Forward in the Digital Age was very successful and we hope to continue this success this fall for the 2012 Forum. Stay tuned for updates about the Forum as well as future meetings on our listserv and our Facebook page which can be found under "NJLA Reference Section."



Enjoy your summer and remember, keep cool,

Nick Van Dorn

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Please visit the Reference Section wiki at www.njla.org to see links to presentations and handouts from the 2012 NJLA Annual Conference

THE MORE YOU SHARE, THE MORE YOU HAVE: NEW LIBRARIANSHIP'S NEW PROMISE DAVID LANKES, KEYNOTE SPEAKER AT THE 2012 NJLA ANNUAL CONFERENCE



David Lankes recently participated in a debate at Harvard University, where his charge was to argue in favor of the proposition that libraries are obsolete. As he is the director of the library science program at Syracuse University's School of Information Studies, that position challenged the professor... but only a little, as his expertise is in radical democratic change, as expressed in his book, *The Atlas of New Librarianship* (MIT Press, 2011).

In [his presentation](#), Dr. Lankes examined some of our profession's assumptions of deficits and limitations that, he argues, are not valid and, if retained, will indeed cause libraries' obsolescence.

While many librarians think in terms of scarcity, especially in this economic downturn with accompanying library budget cuts, Lankes embraces the principle of abundance. For example, he contends, information is everywhere.

This reference librarian, when seeking answers to specialized requests, may disagree with the professor's generalized statement, but the prospect of making and finding more information certainly keeps me listening to David Lankes.

Here is his plan: We should invite our library members to share, not only library materials in the way we currently do, but also their books—as well as their pictures, tools, garden plots and garages, stories, and expertise. By doing so, we would realize the truth of the saying that the more you share, the more you have (while, when we lend just library materials, the more we lend, the less we have, as fewer items are on the shelves or in Overdrive).

The library catalog would become a potluck buffet instead of the limited dinner table that librarians traditionally set for our users. Moreover, participants utilizing the library hub of resources would be able to find and to develop additional opportunities for themselves and their neighbors.

We would evolve from a consumer model to a school and studio for creators of all kinds, everyone building a better future for each other. If librarians continue to see deficits and try to fix them, we are telling library visitors that they and our communities and institutions are broken, and then they are likely to remain so. If, though, we seek strengths in others and in ourselves, we empower each person to participate and to shine while increasing supplies of what will feed the community.

In this same spirit of community instead of consumption, Drexel doctoral student and NJLA Virtual Reference Task Force member Andrea R. Marshall and her colleague Jennifer Rode designed [ClosetClique](#), “a ubiquitous computing interface ... which promotes sharing of clothes through existing social networks.” A program like ClosetClique could sit in a li-

brary's catalog. Another Andrea, Andrea Simzak Levandowski, of the New Jersey State Library, long ago proposed that libraries maintain databases of local experts.

Cardholders could also access free classes, like those offered by Harvard and MIT (and local ones too) via the library catalog—with the enhancement of links to reading, viewing, and listening: materials in the catalog, articles in the library databases, etc. Expertise, interests, and facilities are all potential resources for sharing.

I am a bit confused and uncertain. I wonder especially about means of delivery (as the library couldn't necessarily store, say, an ice cream maker, it would be up to members to work out the sharing of one) and security (in this big freer-than-Craigslist world, what happens if the borrower of the ice cream maker breaks it?). Still, the possibilities thrill me, so I imagine the obverse of “if you build it, they will come,” as I think that “they” will, in cooperation with librarians, construct this new library, because it would gratify the human spirit.

How wonderful if, say, an aspiring musician could borrow production space to record music videos that would be then available for the community by means of Lankes' super-catalog! Such an expansion of library collections and catalogs (cataloging logistics would also need development and possibly greater investment) could surely expand business prosperity as well as communal opportunities. We can probably work out managing this new paradigm, and our effort would be

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REVIEWING THE eBook LANDSCAPE



What would a library meeting be these days without a presentation on e-books, the latest technology to turn the library world upside down? At the NJLA conference David Lisa, Associate Director at Camden County Library System, reviewed the eBook landscape, presenting an upbeat view of the hottest issue in Library Land.

David highlighted the many advantages of e-books—they are convenient, portable, economical, and compact. They empower individuals to read the way they want to, when and where they want to. He pointed to a survey from the Pew Internet and American Life project indicating that

21% of Americans read an eBook last year. This number is climbing fast, as many people received e-readers or tablets as holiday gifts.

While printed books are still the dominant format, those who read e-content are more avid readers, reading on an array of different devices, including smartphones. The average reader of e-books has read 24 books in the past 12 months, compared with an average of 15 books by non-e-book consumers. The reading public seems to be developing a good sense of what sort of book format is appropriate to different situations. For example, printed books

are preferred for reading to children or sharing with friends; e-books are preferred for reading while traveling, or getting a book quickly. Reading in bed? It's just about a tie. David reviewed the increasing variety of e-reading devices and growing popularity of ebook apps for phones and tablets. A growing amount of publishing is taking place exclusively on the web, witness the phenomenal success of the *Fifty Shades of Grey* trilogy, which started out as an eBook and only later came out in print.

But he recognized that the library eBook model continues to be problematic, with high costs and limited availability of content leading to frustration for customers and librarians. Looking forward, he suggested that new library models may be needed, with services like [Freanding](#), which utilizes a pay-per-use model, or “all-you-can-eat” subscription models based on the success of Netflix or [Spotify](#). We'll all be watching the eBook landscape as it continues its rapid change.

Barbara Laub

*Head of Technical and Adult Services
Maplewood Memorial Library*

(Continued from page 2)

worth it, because the promise is so inspiring:

“We must make a promise with our communities. We promise to help them participate in the full scope and scale of today’s society. To not simply help the unemployed find a job, but to find meaning and respect. To not simply help the

student get to college, but to do so without the shackles of crippling debt. To not simply inform the citizen, but empower them to govern themselves. The promise we must make with our communities is that we are not consumers, we are not customers. We are not an audience to democracy. We are the democracy. We are the market. We consume, we produce and we matter. This com-

munity, this city, this state, the country, matters and we will shape its destiny. And we librarians are essential forces of this promise. We are not obsolete, we are not quaint, we are the promise of the better tomorrow.”

Leslie Kahn

*Supervising Librarian
Reference Division
Newark Public Library*

**DESIGN FOR AN ALT-LIBRARIAN: RETOOLING YOURSELF FOR A RETOOLED TOMORROW
STEVEN BELL, KEYNOTE SPEAKER AT THE 2012 NJLA ANNUAL CONFERENCE**



Keynote speaker Steven Bell, Associate University Librarian at Temple University, discussed how libraries and librarians need to look towards the future and seriously consider how they will remain a valuable and competitive entity. He challenged the audience to think about the multitudes of changes met on a daily basis and how we as librarians plan to tackle challenges and adapt to a constantly

changing environment. The videos he selected to illustrate his points and the interpretation of the inflection curve were very effective in showing how businesses either expand or decline. Bell's lecture implies that libraries like any other businesses, need to be innovative in order to survive and more importantly, to thrive.

Bell proposed an Alt-librarian design model, where professionals can identify and utilize the tools he or she will need to remain a valuable asset to the community and library patrons alike.

Melissa Brisbin
Head of Technology / Librarian
Cape May County Library

RESUME – SPEED DATING STYLE

The “Resume Review: Speed Dating Style” offered at the NJLA conference was a very popular program.

The program was offered from 1 to 5 PM and there was a line of interested participants for the entire time. The Personnel Administration Subcommittee did an excellent job of recruiting professionals who work at a variety of libraries at a variety of role to review resumes.

There were over 20 librarians, library directors and HR directors who volunteered to conduct the interviews. These volunteers included Colleen Affrime, Patty Anderson, Doug Baldwin, Karen Brodsky, Candice Brown, Susan Calantone, Jenn Doderer, Marna Elliott, Evalina Erbe, Valerie Forrestal, Sara Hansen, Christine Hill, Karla Ivarson, Megan McCarthy, Keith McCoy, Chrissie McGovern, Lindsey Meyer, Kimberly Paone,

Virginia Papandrea, Dale Spindel, and Janet Torsney.

The program followed the speed dating model with six tables of different reviewers and participants moving between interviewers every three minutes. The moderator kept track of the time and kept the line moving. Librarians had the opportunity to get their resumes critiqued and receive a bit of encouragement from each interviewer before they moved along.

The critiques of the resumes were insightful and personalized. They explained what kind of format – narrative or chronological - is more useful in a particular case, how long the resume should be, and why a summary is not necessary in a modern resume.

In general one great piece of advice was to recreate the resume to make

it experience-based; this would afford job seekers the ability to transfer acquired skills to different areas of librarianship.

The “Resume Review” was a first for the NJLA 2012 annual spring conference and let's hope it continues! This was a fantastic experience which everyone should participate in next time around, either as interviewers or to have their resumes critiqued. Thanks to all the volunteers who shared their knowledge and years of experience with us.

Meagan Denigris
Information Services Librarian
Ocean County Library

Karen Venturella Malnati
Librarian
Montclair State University

HOW TO FIND INFORMATION ON YOUR LONG LOST LOVE

RUTGERS
THE STATE UNIVERSITY OF NEW JERSEY

Playing Detective in the Library: How to Find Information on Your Long Lost Love
Molly Stewart, MLIS, Judit H. Ward, PhD, MLIS, Sylvia Clark, PhD, and Frank Jolliffe, MLIS
Center of Alcohol Studies, Rutgers University

Background

A discovery of archival materials led to interest to track down a small group of Hungarian refugee scientists participating in a language and cultural immersion program at Rutgers. Fleeing their home country after the unsuccessful 1956 Revolution, they were assisted by the National Academy of Sciences to settle down in the United States. Between 1956 & 1957 the NAS helped to place twelve hundred scientists.

Sources to Locate People

Popular Resources

1. Ancestry
2. Personal Websites
3. Directories
4. Web 2.0
5. Public Records, Property Records
6. Newspapers
7. Genealogy Sites
8. Professional Organizations
9. Lists of Donations

Scholarly vs. Popular

Resources were divided into two categories, scholarly and biographical / popular, and then further subdivided into free or subscription (with optional trial version). In our search scholarly resources were the best to find lists of publications, academic achievements, research interests and citation profiles, all helpful to identify the scientist. Popular resources were defined as anything directed at a more general audience or focused on biographical information.

Scholarly Resources

1. Web of Science
2. Google Scholar
3. Microsoft Academic Search
4. Publish or Perish
5. Academia.edu
6. PubMed
7. BE Press Selected Works
8. Scholarly Databases
9. Institutional Repositories

The Search

Challenges

- ❖ Limited information to start with - puzzle
- ❖ Name variations
 - Original non-English first names into English
 - Americanized last names
 - Completely changed names
 - Common names in either languages

Putting the Puzzle Together

- ❖ Locate
- ❖ Guess
- ❖ Identify
- ❖ Confirm
- ❖ Verify
- ❖ Corroborate

Use several types of sources

Where are they today?

General Information

- First and last name
- Name of spouse, if applicable
- Birth date, place of birth
- Death date, place of death
- Current field of study
- Place of work or study
- Contact information
- Source of information
- Alphanumeric initials, date searched

Methods and Data Collection

Scholars were divided up and searched by three librarians. All data collection was stored and shared using Google Docs (free, easy to use and readily accessible to all participants). A large spreadsheet was kept with general information on all scholars together with an individual doc on each scholar with more detailed information.

Other Resources

Physical Archival Material

The University of Michigan Library

Reference librarians often help patrons who are trying to track down people for various reasons. With the help of free and proprietary resources now anyone can locate long lost classmates, become amateur genealogists, retrieve information about our physician, or find potential research partners. Our poster illustrates a journey of librarians and researchers trying to discover the history of a group of international scientists in the past 56 years.

After the failed Hungarian Revolution in 1956, some 30,000 refugees found new home in the United States, among them promising scholars and graduate students selected to participate in an intensive language immersion program at Rutgers University upon the initiation of the

National Academy of Sciences in January 1957.

With a variety of search techniques to retrieve information, we have managed to locate these people. We interpreted resources broadly, ranging from traditional archival records to modern social networking sites. During the investigation some fascinating stories unfolded in front of us and the process seemed like putting pieces of a puzzle in place. Exploring the lives of career changers, their successes and failures throughout random documents and images not only tested our current search techniques in multicultural setting, but allowed us to reflect on our own lives too.

In a nutshell about our search strategies and data collection method: scholars were divided up and searched

for by three librarians, with all data collection stored and shared using Google docs. A large spreadsheet was maintained with general information on all scholars, with an additional individual document on each scholar with more detailed information.

We have found that searching for individuals using limited information can be quite challenging. Each search may reveal bits of information that need to be pieced together like a puzzle. Multiple sources were needed to verify that information was correct. We began with simple searches: a Google search using the name and field of expertise (when found in historical records).

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Speaking of established scholars, searching citation analysis tools, Google Scholar, Worldcat/Amazon/Google Books and Google Patents were also helpful in determining in which, if any, institutions and companies the scientists worked for. Next, a search in one or more directories was employed to try to locate the person's current address and phone number. A Google image search was often rewarding too.

The biggest issues when searching for individuals from outside the US are spelling issues, name variations and legal or professional name changes. Searching historical records in the database Ancestry.com was helpful in addressing name concerns. The naturalization records for some of the scholars were available, allowing us to verify legal names and any name change requests. Some of the scholars had

reached retirement or had drastically changed career paths. Determining whether someone had gone from chemical engineer to self-published dessert cookbook author required more digging and sometimes guesswork.

Here are just a few practices that proved effective. Using multiple sources, including sources you may have initially ruled out, can help discover information you didn't know existed or did not consider useful initially. Additionally, seeking out trial subscriptions, local resources and area libraries can greatly expand the number of resources available. Using varied searches and search combinations can help, i.e., name variations, initials, locations, spouses, area of research, birth place, or descriptors.

Finally, using each bit of information to connect the dots can be vital to evaluating information online. One citation in Google scholar, a listing in a directory and a naturalization record found in a database can all be used as

verification tools. Repeating the search over time was helpful sometimes and led to unexpected discoveries. The differences in various searchers' strategies, techniques, and perseverance should also be noted.

We claim that anyone who aspires to build a chronological and contextual history with the help of online resources will enjoy the journey. But navigating the maze of abundant resources on the Internet, we, librarians can rely on established methods to evaluate online information, proving that librarians excel in detective work too!

Judit H. Ward

*Director of Information Services
Center of Alcohol Studies
Rutgers University*

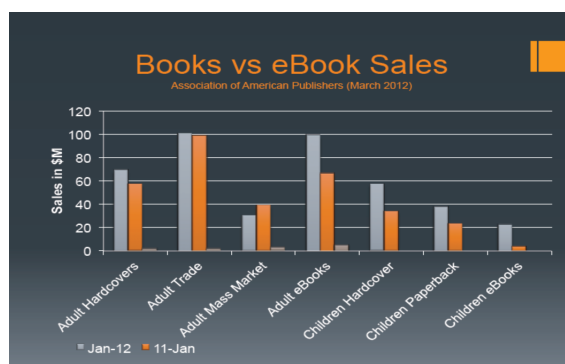
Molly Stewart

*Reference Librarian
Franklin Township Public Library*

ROLE OF LIBRARIES AND THEIR USE OF TECHNOLOGY

This year, against the backdrop of the beautiful Revel resort in Atlantic City, the annual NJLA Conference held an informative array of technology-based classes with the theme Retooling for Tomorrow. The topics offered spanned a multitude of issues and themes including the role of libraries and their use of technology. Here is an overview of the discussions that took place throughout the conference:

E-Reader Lending at Princeton University Library with Trevor Dawes, Princeton University and Jennifer Baxmeyer, Princeton University.



E-readers and eBooks are a heavily discussed and debated topic in relation to the role of the library, such as what level of service libraries can offer their community in regards to e-Content. The E-Reader Lending at

Princeton University Library discussion began with Princeton recognizing the need for e-Readers to be available to students when their Inter-Library Loan Department received a request for an item that was only available in Kindle format. From there, Princeton University's ILL Department wanted to find a way to meet the need of its community by developing an e-Reader lending program. Many pitfalls and problems arose, and the solutions that were found strengthened the implementation of the new program.

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NJLA's Information Technologies section sponsored many other programs, including *Deciding if and What Open Source Software is Right for Your Library*, with Peter Murray, LYRASIS; *Disaster Planning in Libraries* with Mary Mallery, Ph.D., Harry A. Sprague Library, Montclair State University, Michelle Stricker, Library Development Bureau, NJ State Library, and Melissa Kopecky, South Orange Public Library; *Retooling the CUS Website with Drupal*, with Denise O'Shea, Montclair University and Melissa Hofmann, Rider University; *Vasilik*, Piscataway Public Library, *Developing and Maintaining a Circulating Video Game Collection*, with Doug Baldwin, Cranbury Public Library, Chris Murray, Somerset County Library, Tyler Rousseau, Monroe Township Public Library, and Michael Bobish, Ocean County Library System.

There were also a few sessions dedicated to new trends that are taking place within the library landscape. *Geek and Girl Gamers* by Laverne Mann, Piscataway Public Library, Lanora Melillo, Secaucus Public Library, Peggy Wong, Piscataway Public Library, and Megan Kociolek, Nutley Public Library.

Each went over the materials available to librarians who are interested in learning about how females are intense and dedicated gamers and that their presence is more than just a trend. The panel discussed the

benefits of gaming, the various types of games that a library can choose to offer, popular themes, and age-appropriate games.

The conference included several awards. The College and University Luncheon, with Marie Sambert, UMDNJ, Kurt Wagner, WPUNJ, and Mary Mallery, Ph.D, Montclair State University went over the array of past and present winners of the Ten

Years of Technology Innovation award. During the awards luncheon, there was also a small gathering of three separate presentations taking place, with librarians going over future trends at the Brown Bag Luncheon - Information Technology Lightning Lunch!

Melissa Brisbin, Cape May County Library, reviewed how easy it is for librarians to make Quick Response (QR) Codes and use them throughout the library to create interesting and different way to access information. In addition to demonstrating how to generate a QR code, she also reviewed projects that have taken place in her library,

such as access to free e-Books and placing codes throughout Adult Fiction, so patrons can scan and gain access to authors with series.

NJLA 2012 sported a *Tech Lounge* as well as a *Battledecks* competition, both of which NJLA - Information Technologies Section oversaw. At the Lounge, there was a large selection of tablets and e-Reading devices ready for attendees to pick up and play with, or ask questions about. *The New Jersey State Library* also displayed the *Mobile Device Discovery Program*, where libraries are granted access to many devices for two months, so they can learn how to operate new technologies more effectively.

The conference concluded with NJLA's *Battledecks*, a presentation competition where presenters are given random slides during a presentation which they've not seen beforehand. Successful competitors do the best job of connecting and illustrating a theme relating to the library, though getting laughs from the judges and audience never hurt either.

Melissa Brisbin
Head of Technology / Librarian
Cape May County Library



COLLABORATIVE SENSE-MAKING IN VIRTUAL REFERENCE CONTEXTS

Virtual reference environments that follow the 'question and answer' model seem to ask librarians to engage with reference transactions in traditional ways that are applicable in face to face reference interviews. However, the best practices for online communities are not readily apparent since the boundaries between users and librarians are blurred in ways unprecedented prior to the days of internet search engines and social searching. Online communities have leveled the playing field for more information literate populations that view librarians perhaps not as custodians of knowledge or 'go-to experts' but rather as relevance assessors, information curators, and information facilitators.

Librarians appear to function as secondary sources that can lead users, through sense-making and collaborative, co-constructed meanings for information needs, to primary sources of knowledge. However, users can also act as secondary sources for librarians to engage in reciprocal sense-making and collaborative, co-constructed meanings to increase their own knowledge bases. Librarians could potentially view users as information repositories with their own facts and contexts to contribute to reference interviews.

Additionally, reference interviews have the potential in online environments to be conducted less like Socratic dialogues and more like reciprocal social performances that yield new composites of knowledge and/or generate new questions to better address the information needs of varied populations.



I believe that further research into these phenomena could be useful to explicitly problematize conventional LIS modes of viewing the user as 'would-be knower' and the librarian as 'expert'. Instead, I think it would be interesting to investigate more deeply how users and librarians in online communities collaborate as social actors to co-construct contexts that reveal the need for new reference models within these online environments.

The idea that users and librarians can both be cooperative crafters of contexts, and information facilitators as well as information seekers maintains a socio-emotional layer that is an authentic component of all online information seeking behaviors.

Additionally, some online environments such as the Internet Public Library (ipl2) and Yahoo! Answers, for example, promote freely accessible, open source online resources as information repositories; with each reference interaction, the digital archive potentially expands these knowledge bases. Furthermore, the email and chat exchanges between users and librarians (i.e., "Slam the Boards" on Yahoo!

Answers) within these online platforms promote varied social contexts to expand the information exchange and sense-making processes; they also build upon information precedents to allow librarians and users to engage in collaborative knowledge production that can be recorded and accessed freely at any time thereafter (ideally).

It would be interesting to see online environ-

ments where librarians are seen as participants within user communities, where collaboration is the main ingredient of information exchange, and social contexts allow for variations in best practices within virtual environments. Reference transactions are socially driven interactions that have multiple layers, where both users and librarians are makers of meanings.

Ideally, librarians can function as facilitators in online environments, and users can also function as facilitators in return, allowing both to contribute to an increased democratic practice of information seeking and knowledge creation in online communities. Finally, LIS literature should engage more directly with social seeking behaviors, since both librarians and users are moving beyond the 'Google' rubric to more sophisticated types of online information seeking.

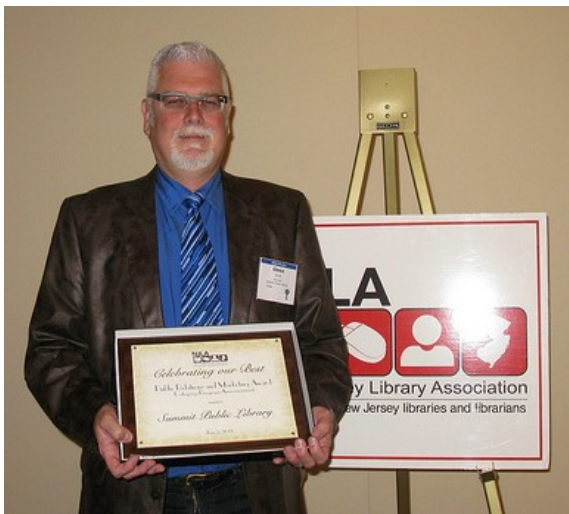
Andrea R. Marshall
 Doctoral Student
 Drexel University



Above - NJLA Rising Star Award Winners

Left - NJLA Librarian of the Year James Keebler with colleagues

NJLA 2012 AWARDS WINNERS



The NJLA Public Relations award was given this year jointly to Alexandria Arnold, Robin Carroll-Mann, Abby Dreyer, Patricia Obst, and Cathy Prince for their work on Our eBooks are FREE books!, the library's publicity campaign for digital ebooks. During the course of the campaign, which consisted of coordinated efforts including bumper magnets, flyers and handouts, home page web announcements and a series of electronic bulletin board slides, circulation for all downloadable items rose from an average of 85 items per month to between 700-800 items per month.

Glenn Devitt, Director of the Summit Free Public Library, accepted the Public Relations award on behalf of the eBook committee.

Alexandria Arnold
 Assistant Director
 Summit Free Public Library

PERSONAL NOTES FROM THE 2012 NJLA ANNUAL CONFERENCE

Due to the generosity of the New Jersey State Library, I received a scholarship to attend the 2012 NJLA Conference in Atlantic City. I came back from the conference with new ideas, contacts, and a refreshed outlook on librarianship. In this summary I will discuss briefly highlights from some sessions I attended.



Blogging 101: How-To and Why-To was presented by Rebecca Vnuk, Editor for Reference and Collection Management at Booklist

Vnuk introduced several strategies for creating and maintaining a successful book blog. Some of the most important points she made were that one should understand how, why, and what to blog. She offered suggestions on tools (Wordpress.org vs. Wordpress.com, Blogger, and Tumblr) and tips (contests, trivia, giveaways, author and reader interviews, and a “what we are reading” feature).

She stressed the importance of a writing schedule to maintain the consistency and currency of a blog. Vnuk also explained common blogging mistakes (lack of voice, publicity, and statistics).

Robert Lackie from Rider University talked about the Myths, Realities, & Practicalities of Working with and Teaching Gen M.

Lackie presented startling statistics about Generation M (adults aged 18-29). Unlike Generation X or Y, Generation M grew up with the internet and have different social behaviors than the other groups. For example, Generation M gets most of their news from The Daily Show, The Colbert Report, Facebook, or Twitter. These statistics are very useful to know as a librarian.

I learned about music as part of librarianship during a delightful presentation named Reference Remixed: *Pop Music and Libraries* by Michael Maziekien, *Rockaway Township Free Public Library* and Nicholas Van Dorn, *Nutley Free Public Library*.

This was my favorite session as the speakers gave an excellent presentation, combining research, examples of useful websites to research music, and light-hearted interaction between each other and the audience.

Some of the websites I learned about were: musicbrainz.com, discogs.com, allmusic.com, and cdcovers.com. The presenters also gave the audience websites to locate the lyrics to songs. Such sites include: metrolyrics.com, azlyrics.com, lyricsplanet.com, and sing365.com.

I also attended Garden State Book

Awards Luncheon. Besides enjoying a delicious lunch, I was awed by Garden State Teen Book Awards winner and keynote speaker, Lauren Oliver. She explained to the audience how she got her start writing, her influences, and her style of writing. Amazingly, Oliver said that she wrote most of her first book on her Blackberry. I enjoyed listening to Garden State Children’s Book Illustrator award winner for Easy-to-Read Books, Joe Mathieu. He has been an illustrator for many years and has just switched over to digital illustration. Too Many Cats was his first book that he illustrated using computer software and it won this prestigious award!

In the evening I met a lot of recent MSLIS graduates of Rutgers University and some new librarians at the Library Students and New Librarians Mixer. Their perspective on the



library field was interesting and insightful. I must add that the setting for the event in the Sky Garden at the Revel Hotel was lovely.

Amy Popp

Reference Librarian

Maplewood Memorial Library

NJLA Conference Scholarship Recipient

NJLA AT THE REVEL

My experience of this year's NJLA conference was completely influenced by the Atlantic City location in the Revel Resort. The Revel is indeed a striking location with its plate glass walls featuring wide vistas of the ocean and windswept gardens.

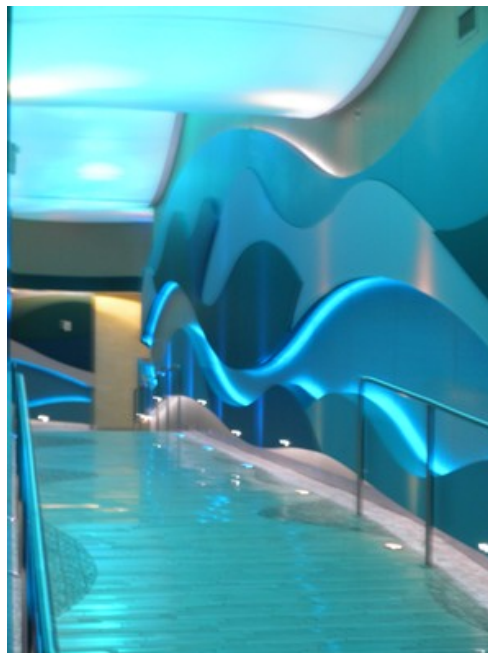
I particularly liked the hanging, sparkly mobiles on either side of the escalator. The view from our room was breathtaking and after figuring out the high tech bathroom lights, I felt very empowered. Unlike past years where we commanded the halls of the Ocean Place Resort, this year seemed to be a blur of hallways as we all tried to find our way in a maze of unmatched floors and unmarked rooms.

Every once in awhile, the wrong turn would lead to a discovery such as this red lounge. And I found myself getting caught up in the fun interior details such as this surreal, water-themed hallway on the way to the restrooms on the Gaming Floor level. No wonder it didn't occur me to do any gambling!

Now, I suspect that these distractions made the experience of library-related concerns and contacts less intense as my thoughts were stimulated by the eclectic environment. However, one could argue that it made for a richer experience, one



that prompted me to think about how people approach our library and what impressions they get from our entry, our signage, our public desks and contact with the staff. The initial sign in process in the Revel lobby, devoid of personnel and relying solely on interaction with a kiosk, made me feel as I'd landed in a retro



sci-fi flick about the future. It also reinforced the rusty maxim about first impressions. Indeed, our interaction with the kiosk did not go smoothly. It directed us to the front desk where we patiently waited in line to straighten things out.

This got me to wondering how people find our remote systems, online resources and ebook sites. When they call to ask for help or come in, we have a chance to remediate confusion. But what about people who don't reach out? Are we losing them with inadequate instructions and too much red tape?

We know that the hotel is brand new and still ramping up. However, there was a total lack of signage. This contrasts with many libraries where we over-label in our zeal to make things clear. I do try every once in awhile to take stock of the signage and make sure it is helpful and instructive rather than just an eyesore. Sometimes, though, it is worthwhile to have new eyes try to make sense of the signage to see whether or not it is helpful.

Lisa Florio
Reference Librarian
New Providence Memorial Library

BEYOND THE CONFERENCE

LIBRARY-TO-GO!

CRANBURY PUBLIC LIBRARY LAUNCHES MOBILE BRANCH AND BRINGS SERVICE DIRECTLY TO PATRONS

Libraries throughout New Jersey are constantly dreaming up new ways to bring patrons into their physical facilities. The Cranbury Public Library had a different idea.

“We’ve done the different models of outreach on Main Street,” explained Cranbury’s Systems Administrator Doug Baldwin.

Previous efforts included the types of things many libraries do: tables at street fairs and town-wide events where staff and volunteers pass out bookmarks, fliers and information about services.

Those efforts didn’t always pan out as hoped.

“Ultimately, we’re about service,” Baldwin concluded. “And if we’re doing outreach we want to be out there doing library work.”

“Out there” is Cranbury’s popular Farmers’ Market at Park Place West, located across the street from the Library. On July 13, armed with an iPad, book cart and a few other tools, the Library launched its mobile branch entitled “Library-to-Go” at the Farmers’ Market.

Every Friday through Sept. 21, Library-to-Go will offer a range of on-site that includes: catalog search, reference and research, items returns, renewals and hold requests,



interlibrary loan requests, notary service, one-on-one technology assistance as well as a technology petting zoo for patrons to try out a variety of e-readers and mobile devices.

Baldwin notes that WiFi was a critical component to the launch of Library-to-Go and the librarians’ ability to provide meaningful points of service. Fortunately, the Library’s wireless network is accessible from the Farmers’ Market which made it the perfect place to pilot the initiative.

Later this fall the Library hopes to expand the effort by partnering with local businesses and establish a mobile branch on Cranbury’s Main Street. The initiative could be a win-

win with library service helping to drive foot traffic into the storefronts and a presence on Main Street raising the visibility of the Cranbury Public Library and its value to the community.

“We view it as a marketing tool to make people think, ‘Wow. I didn’t know the library did that,’” said Baldwin. “And if we get people thinking like that, we’re on the right track.”

*Cynthia Tavlin
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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.



Nick Van Dorn, Cathy Prince, Michael Maziekien, Lisa Florio

