



## South Jersey Regional Library Cooperative

Point Works Corporate Center, 10 Foster Avenue, Suite F-3, Gibbsboro, NJ 08026 ♦ Phone: (856) 346-1222 ♦ Fax: (856) 346-2839 ♦ [www.sjrlc.org](http://www.sjrlc.org)

Karen D. Hyman, Executive Director

**To:** Attendees at QandANJ Meeting, October 19, 2004  
**From:** Karen Hyman  
**Date:** October 14, 2004  
**Subject:** Scenario for "Get a Library Card Online" Project

I am looking forward to seeing you all next Tuesday at Princeton Public Library (lunch at 1:00; meeting 2:00 to 3:30). I wanted to get you some additional information on the "Get a Library Card Online" project prior to the meeting.

Use of QandANJ has grown astronomically over the past three years, in a large part because people see the banner ad or hear about it from their friends, go to [www.qandanj.org](http://www.qandanj.org), and get connected immediately.

- As we move to library card validation for QandANJ, we are concerned that some of your own constituents who don't have library cards could be blocked out.
- As we begin to publicize JerseyClicks, we will be reaching many people who never heard of licensed databases, are unsure of their value, and don't have library cards. Instead of just clicking to try it out, they will have to identify the appropriate public library, figure out where it is, and travel over there during open hours. Some people will do this; many more won't. I think the latter is especially true for the critical 18-23 age group, many of whom have left the public library behind for good.

We need to come up with new and creative ways to get library cards into the hands of your constituents. I propose that you join us in making it possible to apply for a local public library card online and to receive it by mail. For some great examples, take a look at the online library card application at the Central Rappahannock Regional Library in Virginia and King County Library System in Washington:

[http://www.librarypoint.org/library\\_application\\_submit.asp](http://www.librarypoint.org/library_application_submit.asp)  
and <https://www.kcls.org/cgi-bin/registration.cgi?branch=bell>

We can provide a temporary number that could be used to search databases immediately. The "Need a Library Card" option on QandANJ and JerseyClicks would take users to an online application form. Application form would be sent electronically to the local library they select. Library could download the application directly into their system and mail the card to the address indicated, ideally with a nice little brochure about the library and a referral to the library's web site. Customers could activate the card online for online access. **They would be asked to bring identification to the library at the time they use the card to check out books and other materials.** A complete outline of the process is detailed in the attached flow chart. I know this will be a significant procedural change for many libraries, but the potential is enormous. I look forward to discussing it with you next week.