



The Newsletter of the South Jersey Regional Library Cooperative, Spring, 2006

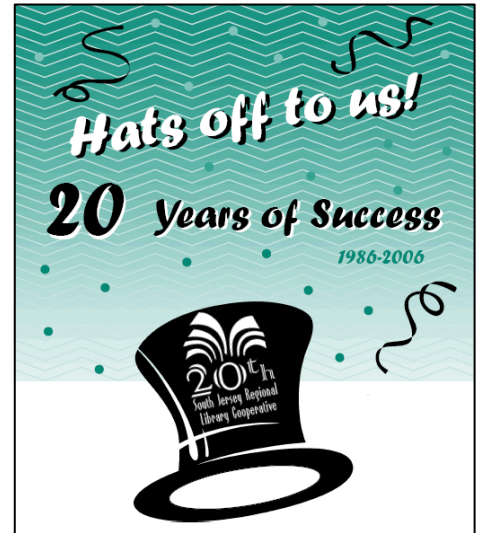
Connections

SJRLC Twentieth Anniversary Banquet

Hats off to us!

20 Years of Success
1986 – 2006

South Jersey Regional Library Cooperative
20th Anniversary Banquet:
Tuesday, June 6, 2006,
5:30 to 8:30 PM



1	20th Anniversary Banquet: Hats off to us!
2	SJRLC Planning Day Results
3	SJRLC Planning Day Results, continued
4	What's Happening: News from around the region.
<p>SOUTH JERSEY REGIONAL LIBRARY COOPERATIVE 10 Foster Avenue, Suite F-3 Gibbsboro, NJ 08026 CDL# 3818 Ph: 856-346-1222 Fax: 856-346-2839 WWW.SJRLC.ORG</p>	

On June 6th we will celebrate 20 years of great services, great community and great times for all of us in SJRLC. The evening will feature surprise guests, valuable 20th anniversary mementos, and a chance to reconnect with people from SJRLC's past and present – as well as a wonderful dinner on a beautiful spring night at Tavistock Country Club.

Current and former members of the NJ Library Community as well as spouses and significant others

are all invited. Mark your calendars now, and look for invitations to arrive by April 21st. Don't miss this very special and fun event.

20th Anniversary Committee members include: Karen Avenick, Joan Bernstein, Susan Briant, Peter Bromberg, Jane Crocker, Susan D'Ottavio, Maureen Sherr Frank, Nancy Forester, Bob Hunter, Karen Hyman, Christine King, Judy Olsen, Doug Rauschenberger, Anne Wodnick and Bob Wetherall – SJRLC's First President and our Master of Ceremonies.

SJRLC SPRING MEMBERSHIP MEETING

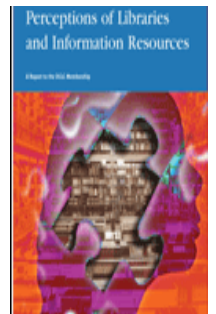
Wednesday, May 17, 2006, 1:00 to 4:00 PM (lunch at 12:00)
Pine Hill Golf Club, 500 West Branch Rd, Pine Hill, NJ



Perceptions of Libraries

OCLC's new report on customers' perceptions of libraries with Bruce Crocco, OCLC Executive Director of Market Programs & Devel.

Perceptions of Libraries was the springboard for the NEW SJRLC annual plan. Come out and share a great lunch with colleagues and hear more about the report that everyone's talking about. Looking forward to seeing you there.



For registration form, directions and complete details, SEE: WWW.SJRLC.ORG

SJRLC 20TH ANNIVERSARY PLANNING DAY 3/2/06



BRAINSTORMING SESSION ANALYSIS

Question #1: If books are the library brand, what could we be doing with books that we aren't doing now?

Buy books people want

- More copies of bestsellers. Buy the books that people want
- Encourage requests from users – in library, on Web
- Empower customers
- Quick interlibrary loan/purchase. If they want it buy it!
- Option to rate books (from users) and give recommendations
- Get stuff that people want and make it easy for them to get
- Popular collection – first come, first served – limited checkout/no holds/no renewals

Market the collection

- Improve physical environment interior and exterior
- Merchandise/Face-out displays – i.e. Mount Laurel Library
- Display them so people can find them easily. Slat walls
- Get rid of Dewey Decimal System & LC
- Display award winning books. Link books to films in displays.

Do real readers' advisory – in person and on the web

- Improve and reinvent reader's advisory services/customize
- Provide service to book groups
- Web reviewing services – current in demand items – linked to record alerting service
- Electronic reader recommendations linked to check out
- Staff and public recommendations
- Reader reviews on web site – library blogs

Ramp up your outreach

- Increase visibility of books – go out and “talk them up”
- Book discussion groups at various times
- Do senior center book talks, outreach to business and industry
- Use friends group
- Do author talks / Distribute a few books at cinemas
- Reach out to non-users and younger customers and teachers
- Advertising/publicizing through media younger people use
- Regular Community newsletter

Improve physical appearance of books

- Weed constantly!
- Keep books in good condition and accessible
- Clean/replace clear covers on books to make them look new
- Get rid of labels all over books. Cleaner books!

Overcome overdues and other rules

- Ditch fines
- Get over overdues – online reminder *before* they are due
- Re-examine all rules – is this rule necessary?

Improve the catalog

- Googleize the catalog – systems stink!
- Catalog search should be up front on library webpage.

Provide Home Delivery

- Home delivery. Use the Netflix model – mail the stuff
- Mailing books – beyond homebound, more Netflix

Provide easier pickup

- Express holds pickup ; Drive through
- 24-hour pickup at a drive in window or Wawa
- Remote book drops

Deliver newer formats

- Market other book formats/media; audio-CD, DVD and

- downloadable e-books
- Let customers choose format they want
- Make things work easily (e.g. downloadable audiobooks)

Question #2: What could we be doing to realistically expand the library brand?

Become a community center

- Give people reason to stay in library – develop sense of community, a sense of place.
- Be the social place – the community center, nice to be there with coffee. Does your library environment say “stay awhile”?

Engage in new and different activities

- Programs that people want to come to for free – REALLY OUTRAGEOUS – e.g. speed dating and food/chefs with free tchotchkes
- Offer non traditional programming
- Building on good services e.g. play group on story time and mom's group
- Family entertainment/cultural centers (dancing, music, poetry)
- Show movies in library
- Foreign language instruction
- Partner for programs Performing Arts Center

Expand School Library Services

- To parents of students: workshops on internet safety, parenting strategies, how to help children do better in school, etc. and a circulating collection of books.
- For teachers: More in-service time for teachers to develop lessons utilizing library resources. Common planning times by subject areas so that instructional units can be developed.
- For students: evening hours or before school time for students to conduct research or read.

Provide virtual Access beyond the bibliographic

- Online access to study guides and tests, e.g. self-help
- Easy virtual access to all library services
- Use library blogs to communicate/converse with customers.

Communicate

- Advertise!!!
- Promote online resources by emphasizing types of info that can be found.
- Use blogs, RSS feeds to communicate and get feedback to/from community.
- QandA section/column in local paper (like Dear Abby for reference questions).
- Book reviews/recommendations in regular newspaper column
- Most requested books list in automation system
- Outreach – advertise in doctors' offices
- Programming/merchandising – look at other book brands and see what they do – Borders, bookstores
- Targeted mailings ; E-mail newsletters
- Ad on Google

Question #3: What could we be doing to improve the service experience in and of the library?

Improve personal interaction

- Greet every patron / Greeter (s)
- Genuine friendliness/informality. User friendly services
- Service (s): Welcoming or not?
- ID staff – badge; Some type of staff ID (shirt? Uniform?)
- Put staff on floor, not behind desk. Proactive help
- “Warm transfer” hand delivery of customer to product
- No shhhhh! “You don't have to be quiet here”.

Improve customer service

- Examine the way we talk to internal and external customers
- Ditch the rules
- Put signs on the fire (bad signs) – i.e. no talking, eating,

drinking, cell phones, etc.

- All taking responsibility for our customers' positive experience
- Empowering staff, particularly front-line, to make judgments/decisions
- Keep staff well informed of what's going on/changes: Better informed = better customer service
- Streamline everything to be more convenient for our customers.

Incorporate changes in organizational values/behavior

- Put a value on customer service behaviors – recognize good behaviors – deal with negative ones.
- Continuous staff training; variety of customer service workshops
- Create expectations among staff and hold them to it.
- Your job is to be nice, not circulate a book. Reward good customer service. Hire people who care.
- Collaboration among libraries: school -- public
- Mentoring staff/library students
- Relationships – to community, among staff, staff to customers (are we building them?)

Focus on physical surroundings

- A clean well lighted place – no one wants to walk into a dungeon
- Regular walkthrough of library and website to ID/fix problems
- Do extreme makeover – dynamic and keep changing it
- Engage users at entrance – displays, welcoming signage
- Clean, Safe, Friendly; Appropriate furnishings
- Comfort and convenience should be emphasized
- Design furniture, layout in innovative ways – use angles, separate computers, angle stacks
- Climate control and environment
- Signage and way finding devices
- Displays from community residents – change frequently – children's artwork
- Give users choices – quiet area, non-quiet area, tables, couches, food; Community gathering spaces; spaces for interaction
- Physical: temperature, surroundings (carpet, furniture, light, sound, cleanliness, signage, "clutter", language(s))
- Comfortable spaces – different seating
- Let 'em eat! (lots of trash containers); Provide food
- Use real language
- Place to use personal electronic devices – no hassle

Be a great place for kids and teens

- Make books fun e.g. Harry Potter parties
- Reach out to kids
- Cooperation between school library and public library
- Children's story time
- Kids are good – we want kids here, we buy stuff for them
- Teens are good, too - buy stuff for them
- Family book programs, author book programs
- Truly valued children's services – books, programs

Find out who they are and what they want

- Focus groups on regular basis / Demographic studies
- Ask users what they want.
- Evaluate what you do best and expand on it

Be a self service library – in the library

- Improved self serve ; Self-service – pickup, checkout
- Ease of access
- Wider variety of services

And on the web

- Our website – simple, not cluttered, direct to catalog, must authors be Smith, John?
- Put library URLs on others' websites
- Use simple URL's NOT lib.nj.us
- Focus on supplementing Google
- Who links to your website?

SOUTH JERSEY MOVERS AND SHAKERS

SJRLC would like to congratulate three librarians from South Jersey who were honored as Library Journal "Mover and Shakers" in the March 15th edition of LJ. Here are excerpts from the article, which can be found at: tinyurl.com/rtxg4

Joan Bernstein, Marketer (Mount Laurel Library):

Joan Bernstein has a message for librarians: "You can create exciting change with very little money." It's not magic. It's marketing—understanding what your customers want and giving it to them. Bernstein's risk-taking spirit is exemplified by her favorite cartoon: a flying penguin hovering over a group of penguins, saying, "We just weren't flapping our wings hard enough!" A reminder, she says, that "you don't know what you can accomplish until you try."

Sophie Brookover, Advocate (Camden Co. Lib.):

As a pop culture evangelist, Brookover says that "the question is what can't we learn from pop culture." Her blog, Pop Goes the Library, "grew out of my desire to bring my work life and my real life closer together." "Pop culture is a huge part of what drives people young and old alike to their libraries," says Brookover. "They want to see that we take their interests seriously."

Mimi Cirillo, Storyteller (Burlington Co. Library):

Asked why she's so dedicated to serving the rural poor, the elderly, and the incarcerated, Cirillo tells a Cherokee story: When a boy trained a wounded eagle to fish, his cousin asked him why he let the eagle leave uneaten fish on the rocks where forest animals could grab them? Why not bring the fish home to his family? The boy replied, "My family knows how to fish." Says Cirillo, "There are many, many people who need to learn to fish so they can choose how to live." And that, she says, "makes what libraries do a very powerful responsibility." ✓

NEW JERSEY MEDICAL LIBRARIANS OFFER SUPPLEMENTAL RESOURCE SERVICES



Many member hospital libraries of the Health Sciences Library Association of NJ (HSLANJ) provide supplemental reference services to public, school, academic and special libraries using their specialized expertise and resources to answer medical and health related questions.

A list of member libraries that provide this service may be found on the HSLANJ website at <http://www.hslanj.org>. Click on the "Supplemental Reference Services for Librarians" link. Libraries are listed by county.

Those marked with an asterisk will handle inquiries from any library in the state. A click on the link for the name of the organization provides contact and descriptive information about the library.

If you have questions about this service, contact one of the libraries on the list of participants, or contact Micki McIntyre at the UMDNJ Health Sciences Library in Stratford (856-566-6936 or mcintyre@umdnj.edu) ✓

What's Happening: News from around the region.



BEST WISHES TO KAREN AVENICK, who recently retired as Associate Director of the Camden County Library System. Karen championed the services of library branches, oversaw the construction of three facilities and became an authority on public sector budget development, building design and strategic planning. In 1997, Avenick was named "Librarian of the Year" by NJLA. She later served as NJLA's president from 2003-2004.

BEST WISHES TO ANN HIROS, who recently retired as Assistant Director of the BCC Libraries and Director of CODE (Consortium of Distance Education) at BCC. Ann, who held the 2 positions at BCC since 1992, retired on December 31, 2005.

CONGRATULATIONS TO SUSAN BRIANT, who has recently become the director of the BCC Libraries. Prior to working at BCC, Susan was a consultant at the Library Development Bureau of the NJ State Library. She has also served as library director at the Ridley Township Public Library in Folsom, Pa., the Pennsauken Public Library, and the Roselle Park Veterans Memorial Library in Roselle Park, NJ.

WELCOME TO LAURA BUTLER, new Youth Services Librarian at Mount Laurel Library. Laura is a native of New Jersey, and got her first library card from the Mount Laurel Library. She studied English and music for her undergraduate degree at Rutgers University, and also recently earned her Masters in Library and Info. Science from Rutgers.

CONGRATULATIONS TO GINNY (STIPA) CIOCI, Cherry Hill Public Library, on her new position as Head of Reference.

CONGRATULATIONS TO JUDY CRUDELE, Cherry Hill Public Library, on her new position as Head of the Circulation Department.

CONGRATULATIONS TO KATHLEEN DEVONE, on her new position as Distance Education Coordinator at Burlington County College.

CONGRATULATIONS TO JULIE DUBOIS, Mount Laurel Library on her promotion to Head of Youth Services. Julie joined the Mount Laurel Library team in January of 2005 as a youth services librarian and she loves spending time with the children and families that visit the library. She completed her MLS degree from Southern Connecticut State University last spring, and will be continuing her graduate studies this September in the Rutgers-Camden Department of English.

CONGRATULATIONS TO CHRISTINE HILL, Assistant Director at Willingboro Public Library. Christine's most recent book, Gwendolyn Brooks: Poetry Is Life Distilled (Enslow, 2005) has been named a Notable Children's Trade Book in the Social Studies for 2005 by the National Council of Social Studies Teachers.

CONGRATULATIONS TO MICHELLE MARHEFKA, SJRLC BOARD SECRETARY, Clearview Regional Middle School Library, on being elected Treasurer of the New Jersey Association of School Librarians (NJASL)

CONGRATULATIONS TO BOB RYNKIEWICZ Bob's article, "Delivering Services to Patrons' Doorsteps" was published in the February, 2006 issue of Computers in Libraries. The article is available online at: www.infotoday.com/cilmag/feb06/rynkiewicz.shtml

CONGRATULATIONS TO DR. EFIONG UTUK, Head of Reference at the Willingboro Public Library for receiving the NJ Dept. of Personnel Employee Recognition for Customer Service in Municipal Government award. Efiog, in addition to managing a department that has seen double digit statistical increases in its services for the past two years, has initiated local history programming that partners with the Willingboro Historical Commission and the Willingboro Public Schools, involving photographic documentation of the community and oral history interviews of long-time residents conducted by high school students.

CONGRATULATIONS TO WENDY WAX, Helene Fuld School of Nursing, on having an article accepted for publication in the Journal of Hospital Librarianship. It is expected to be published in issue 6(2) of this year and is titled, "Helping Consumers :getting the word out on the radio." The article is a summary of a radio show Wendy did on Rowan Radio about consumer health resources. For abstract and full text (if subscribed) see: tinyurl.com/evfc4

CONGRATULATIONS TO NANCY WHITESELL, SJRLC BOARD MEMBER, on her promotion to Director of the Pennsville Public Library.

CONGRATULATIONS TO GRANT W. WILINSKI on his promotion to Associate Dean, Academic Support Services at Atlantic Cape Community College, Mays Landing, New Jersey. His new position has responsibility for library services, the Learning Assistance Centers, academic computing, the distance education program, and the New Jersey Virtual Community College. Grant also teaches in the distance education program at the college. Prior to his appointment, Grant served as acting associate dean, library/ LAC director, and librarian during his 18-year tenure at ACCC.

CONGRATULATIONS TO ERIC ZINO, on his recent promotion to Assistant Director of the BCC Libraries and Director of CODE (Consortium of Distance Education) at BCC. Eric graduated from the MLIS program at Rutgers SCILS in 2005. Prior to assuming his new positions at BCC, he was the college's Distance Ed. Coordinator.

KUDOS TO THE MCGUIRE AFB LIBRARY which was selected to receive a "We the People Bookshelf." As part of its We the People initiative, the National Endowment for the Humanities (NEH) collaborated with the ALA Public Programs Office to present the We the People Bookshelf, a program to encourage young people to read and understand great literature while exploring themes in American history.

OF NOTE: A DVD of the BCC Library's Call Lab, a center with a variety of equipment to serve those with disabilities, has been made in conjunction with the Special Populations group. It will be distributed at Burlington County high schools and area facilities. Eventually it will be on the BCC library webpage. Staff members Ken Norquist and Scott Abbamonte produced the film, which stars Sasha, the Labrador retriever guide dog, and Melissa, her owner, a BCC student.

