



*The Newsletter of the
South Jersey Regional
Library Cooperative
Fall, 2005*

Connections

Project Updates:

Mobile Services / Audiobooks and
Get a Library Card Online (GALCO)



Mobile Services/Audiobooks

SJRLC's annual plan identifies mobile services a major focus for FY2006 (www.sjrlc.org/plan). This past August, representatives from 22 libraries gathered at the Cherry Hill library to explore possible mobile service initiatives including downloadable audiobooks, SMS text messaging, automated notifications to phone or email, application of Web Enabled Protocols (WAP) to library websites (to enhance their viewability on phones and PDAs), answer engines (such as Google SMS) and RSS feeds (for details see www.sjrlc.org/OnTheGo.)

Attendees expressed the most interest in moving forward with a downloadable audiobooks project. SJRLC suggested an audiobooks consortium funded by participating libraries, SJRLC and the New Jersey State Library. Fifteen libraries agreed to join the consortium which will share a collection of downloadable audiobooks. **Overdrive**, one of the few companies to allow the burning of the audiobook to CD, was chosen as the vendor.

The audiobook collection is slated to go live in January. For more information, see: www.sjrlc.org/audiobooks or email Peter Bromberg at bromberg@sjrlc.org.

SJRLC will continue to explore other possibilities for joint mobile service projects, and will also look at expanding the audiobooks project next year with a possible focus on children's and YA material. Look for updates on the SJRLC listserv and SJRLC homepage at www.sjrlc.org. ✓

Get a Library Card Online (GALCO)

In July, 2004 SJRLC began discussions with the New Jersey State Library regarding the development of an online library card application system. The core of this initiative is summarized by the following excerpts from a document presented by SJRLC director, Karen Hyman:

"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. JerseyClicks could be a powerful draw, but only if we come up with new and creative ways to get library cards into the hands of NJ residents. I propose that we make it possible for every NJ resident to apply for a local public library card online and to receive it by mail."

In October 2004, SJRLC entered into agreement with the NJ State Library and AutoGraphics (AG) to develop an online library card system. Fifteen QandANJ libraries agreed to participate in a pilot "Get a Library Card Online" (GALCO) project.

SJRLC worked closely with AG over the past year to develop a working product. On October 12, 2005 the GALCO system went live, with banner ads being added to JerseyClicks and participating library websites. For more information, see www.sjrlc.org/galco/about.htm. If you are interested in offering customers a library card online, please contact Peter Bromberg at bromberg@sjrlc.org. ✓

1	Project Updates: Library Card Online and Mobile Services
2	Listmania: What we're reading, thinking, etc.
3	Listmania 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>	

SJRLC FALL MEMBERSHIP MEETING

Thursday, December 1st, 2005, 1:00 to 4:00 PM (optional lunch at 12:00)
Marriott's Seaview Resort, Absecon, NJ, 609-652-1800 x-4317

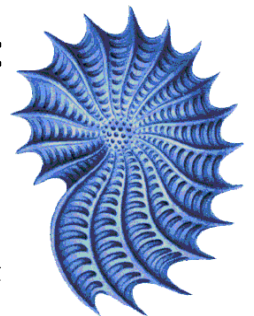


Transformational Leadership:

Using the Future to Create the Present

with Dr. Betty Sue Flowers,

Director of the Johnson Presidential Library and Museum



The **Austin Monthly** says *Betty Sue Flowers may be the most impressive woman in Austin*. She has been a renowned English professor and a consultant to Bill Moyers, PBS, and the Pentagon. She is brilliant, beautiful and blonde, and just happens to be the director of the LBJ Library on the University of Texas campus.

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

LISTMANIA???



This issue we're offering something a little different... We've collected "top ten" (or five or twelve) lists on various topics from a variety of people, both inside and outside the South Jersey library community. Some lists are informative, some thought-provoking, some are just plain fun. Enjoy! -pb

REINVENTING YOUR LIBRARY: 12 STEPS FOR A NETWORKED WORLD

- Karen Hyman, SJRLC Executive Director

Are you riding a dead horse in the inside lane? Are you getting 20% of the effect for 80% of the effort? To reinvent our institutions, libraries need to shift perspective and redefine the way we provide and position new and traditional services. We'll need to change the way that we do business -- embracing new attitudes, approaches and roles and reframing current services in a way that resonates with customers and potential customers. And we'll have to start today.

1. **Be a great communicator** Everything you do says who you are.
2. **Be a great place** People judge who you are by the space they see.
3. **Provide memorable service** Ditch the rules and everything that reinforces a stereotypical vision of the library.
4. **Think like a customer** Set up your organization to make the customer's life easier – not yours. Make customer service a way of life and a part of every decision.
5. **Change your community** and make sure people know you do. Join, advocate, be a center for your community: town, school, college or company.
6. **Do full service on the web** Catalog, reserves, interlibrary loan, databases, digitized local resources, live information service – 24/7. Interested in staffing QandANJ? Contact Marianne Sweet at sweet@sjrlc.org.
7. **Be an information commons** with reserve pc's, express pc's and a wireless network.
8. **Merchandise your collection** because you ARE selling it. See: www.sjrlc.org/tradingspaces.
9. **Energize Staff** Embrace teamwork, reward staff, have fun, provide staff the widest space for development & change.
10. **Create expectations** You may have to shock people to get them out of their assumption that your institution belongs in a Leave it to Beaver rerun. Tell them what you will do and make it happen.
11. **Have a mobile services strategy** Are you looking at text messaging, a wireless enabled website, RSS feeds? If not, start now. Learn more at www.sjrlc.org/onthego/overview.
12. **Make something happen** Whether anything "happened" depends on results for the customer not activities for the library. Experiment ... try things out and address problems when or IF they occur. Excellence is contagious.

TOP 5 WAYS TO GET A LEGISLATOR'S ATTENTION



- Amy Snow, Chief of Staff, Assemblyman
Louis D. Greenwald's Office, Sixth Legislative District

1. **Letter or Email** ... Putting your concerns in writing, in a concise format, is a very effective method of getting your message to your legislator.
2. **Telephone** ... Calling to convey concerns or opinions provides a good meter for legislators on hot button issues.
3. **Meeting** ... Setting up a meeting provides more direct give and take with the legislator and/or his staff.
4. **Petition** ... Submitting a petition to your legislator shows group support for a particular issue.
5. **Advocacy Group** ... Working with (or forming) an advocacy group can be very helpful in relaying your message.

For more advocacy resources see:
<http://www.sjrlc.org/advocacy>

WHAT I READ TO KEEP ON TOP OF POP CULTURE



- Sophie Brookover, Camden County Library Children's & Teen Librarian; Pop Culture Maven and Blogger at [Pop Goes the Library](http://www.nexgenlibrarian.net/popculture) www.nexgenlibrarian.net/popculture

Disclaimer: Pop Culture can, and should, mean different things for everyone. Because I serve primarily teens, for me, Pop Culture = Teen Culture. It doesn't have to for you, though -- Pop Culture is whatever your patrons are interested in. For example, if you serve a deeply religious Christian community, Pop Culture includes Christian musicians, publishing, films, and television programming. If you serve an elderly population, Pop Culture could be Medicare & Medicaid legislation, construction of nearby assisted living facilities, active retirement issues, and the films and music of the 1940s & 1950s. Pop Culture is the set of shared references of a given user group. Get to know it, and you'll find you communicate with and serve your patron base more effectively!

1. **Entertainment Weekly Magazine** (www.ew.com)
2. **PopWatch**, Entertainment Weekly's excellent blog at www.ew.com/popwatch
3. **Spin Magazine** (www.spin.com)
4. **Vibe Magazine** (www.vibe.com)
5. **Wired Magazine** (www.wired.com)
6. **YPulse**, a blog covering "Media for the Next Generation", available at www.ypulse.com
7. **Game On**: Games in Libraries blog, available at <http://libgaming.blogspot.com>
8. **Librarian In Black blog** for "tech librarians by default", available at <http://librarianinblack.typepad.com>
9. **NME.com**, the website of the popular British music weekly
10. **MTV.com**, the website of the truly essential cable channel

TOP 6 BLOGS I READ EVERY DAY

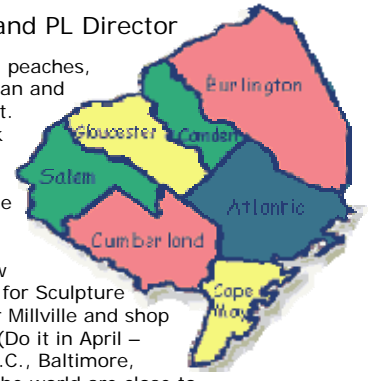
- Peter Bromberg, SJRLC Program Coordinator

1. **Creating Passionate Users**: <http://headrush.typepad.com>: This blog offers amazing insights into how people learn. It will do more than make you a better teacher; it will also help you tell your story and attract and retain passionate customers.
2. **Free Range Librarian**: <http://freerangelibrarian.com>: Karen Schneider (Lii.org/PUBLIB) bills this as "just in time librarianship". Her posts are flavored with personal tidbits, emotion, and humor. I enjoy her perspective - always stimulating - even if I don't always agree.

3. **It's all good**: <http://scanblog.blogspot.com>: George Needham co-writes this "conversation that starts with the Environmental Scan and wanders around from there."
4. **Librarian.net**: <http://www.librarian.net>: Jessamyn West's informative, quirky offering to the blogosphere.
5. **Seth Godin**: <http://sethgodin.typepad.com>: Seth Godin's riffs on marketing, respect, and the ways ideas spread.
6. **Boing Boing**: <http://www.boingboing.net>: They call themselves, "A directory of wonderful things." It may not always be wonderful, but it's always interesting...

20 SOUTH JERSEY THINGS TO DO - Jeanne Robbana, Vineland PL Director

1) Kayak or canoe on a river in the Pine Barrens. 2) Swim in the ocean at the Jersey shore. 3) Buy Jersey fresh corn, peaches, tomatoes, flowers from a farm market or produce stand. 4) Fly to Cape May at dusk to see the moon rise over the ocean and the sun set over the bay. 5) Ride the Cape May-Lewes ferry. 6) Tour Wheaton Village and make your own paperweight. 7) Visit the Delaware Bay in May to marvel at millions of migrating birds and horseshoe crabs. 8) Catch crabs and pick mussels and cook them up for friends the very same day. 9) Enjoy an open air concert like the Bridgeton Folk Festival or at the Tweeter Center. 10) Spend a day around Rt. 9 birdwatching in the Forsythe Wildlife Refuge and seeing the exhibits at the Noyes Museum. 11) Stop and smell the flowers in Leaming's Run Gardens. 12) Take a child along to the Cape May or the Cohanzick Zoo, or to Lucy the Elephant or the N.J. State Aquarium. 13) Walk down Greenwich's Ye Greate Street, where pirates and tea-burning patriots made history. 14) Sip coffee in the Salem Oak Diner while admiring the Salem Oak in the Friends Burial Ground across Rt. 49. 15) Sail on the A.J. Meerwald. 16) Accept the New Jersey Lighthouse Challenge and visit all 11 land-based lighthouses. 17) Admire great art and landscaping at Grounds for Sculpture in Hamilton. 18) Wander down a real small town main street like in Haddonfield, Collingswood, Pitman, Moorestown or Millville and shop their farmers markets and "Third Friday" events. 19) Walk attentively through the bird sanctuary at Cape May Point. (Do it in April – you'll be in the very vocal company of thousands of frogs.) 20) Take day/weekend trips to Philadelphia, NYC, Wash. D.C., Baltimore, Bucks County, Lancaster County, Brandywine, Lambertville, Valley Forge, Winterthur... Appreciate that few places in the world are close to more wonderful sites and sights.



TOP 11 THINGS I READ EVERY MONTH

- Richard Sweeney, NJIT University Librarian

Here are my 11 key information sources. I don't necessarily read them all cover to cover or even every issue.

11. **Library Journal**
10. **American Libraries**
9. **College and Research Libraries**
8. **Library Administration and Management**
7. **Information Technology and Libraries**
6. **Wired** (Hot technology)
5. **Fortune**
4. **Educause Review** (New technologies and academe)
3. **Business Week** (New services, processes, ideas come from Business sector)
2. **Chronicle of Higher Education** (My bosses read this)
1. **Articles and books referred by my most trusted colleagues and a few selected listserves.** Always the best source.

Recent books that I would recommend: **The World is Flat** (More than one sitting required; second half not as good); **Freakonomics**; **Nine shift: work, life and education in the 21st century.**

TOP 10 THINGS I READ EVERY MONTH

- Holly Willet, Associate Professor & Coordinator, Program in School and Public Librarianship, Rowan University

1. **AASL Hotlinks**--an e-mail bulletin from the American Association of School Librarians.
2. **JESSE**--the listserve of the Association for Library and Information Science Education.
3. **NJLA UPDATES**
4. **The Philadelphia Inquirer**--I try to at least read the headlines in each section every day.
5. I skim **Libraries & Culture**, **Children's Literature Quarterly**, the **Journal of American Folklore**, **Bookbird**, and **Storytelling Magazine**.
6. I skim the magazines and journals I get through my ALA memberships: **American Libraries**, **Knowledge Quest**, **Public Libraries**, **Children and Libraries**, **Young Adult Library Services**, and the **Library History Round Table newsletter**.
7. I try to read at least 1 children's or YA book per month.
8. I usually read several novels per month.
9. I skim the **Atlantic Monthly** and **Smithsonian**.
10. I'm usually working on one information book.

The latter 3 categories may not seem related to my professional life, but I've always believed that any reading one does helps a librarian because it contributes to collection development, reader's advisory, reference, program ideas, funding, etc. We have to keep in touch with the society and culture at large, whether we're teaching new librarians or practicing librarianship.

TOP 10 THINGS I READ EVERY MONTH

-George Needham, VP, OCLC Member Services

It doesn't seem like there's time to keep up with anything any more, but once I started to make my list, I realized I was going to have to cheat to get everything in. So this list becomes my indispensables: this is what I read every month to try to keep track of this world as much as any one person can.

1. **OCLC Abstracts.** The easiest way for me to stay informed about what's happening in my own organization. And it's free to all comers at www3.oclc.org/app/listserv.
2. **Information Weekly.** A useful weekly compendium of what's happening in the technology industry, accompanied by a terrific daily email update. (www.informationweek.com)
3. **Walt at Random:** I try never to miss a post by the inimitable Walt Crawford even when I don't agree with him---or maybe *especially* when I don't. (walt.lishost.org)
4. **Lorcan Dempsey's Weblog** is excellent and I'm not just saying that because I work with him---he provides great leads on other fascinating things to read. (orweblog.oclc.org)
5. **Jenny Levine's "The Shifted Librarian"** is very informative and far-reaching. (www.theshiftedlibrarian.com)
6. **BlogJunction** from my cohorts at WebJunction keeps me in touch with the public library world. (webjunction.lishost.org)
7. **Library Dust:** Michael McGrorty, who has one of the best writing styles I've ever enjoyed in the library realm. (librarydust.typepad.com)
8. **Librarians Internet Index:** I get Karen Schneider's weekly update to LII at home because it covers so many of my non-library interests that I want to share them with my wife. (lii.org)
9. **American Libraries.** How else to keep up with the association I've belonged to longer than any other?
10. I also subscribe to **Slashdot** (Slashdot.org), **The Long Tail** (longtail.typepad.com), and **Wired** (www.wired.com) hoping to stay at least passing familiar with the tech stuff.

To keep up with world events, local news, and culture I read regularly read: **The New York Times Online Edition**, **The Columbus Dispatch**, **Newsweek**, **The New Yorker**, **Friday's USA Today**, and **Esquire**.

Note: George's blog, "It's all good" scanblog.blogspot.com is on my own top 10 list of required reading. Insightful, timely and stimulating. Check it out! -pb

See More Listmania. Continued on page 4, column 2

What's Happening: News from around the region.



BEST WISHES TO BARBARA SHAPIRO, Director of the Cherry Hill Public Library, who will be retiring, effective Feb 1, 2006, after an 18-year career in Cherry Hill. The Library Board of Trustees has agreed that **MANNY PAREDES**, Cherry Hill Library's deputy director, will be named acting director starting on or around Jan. 1, 2006. Barbara is currently serving on the SJRLC Board. She previously served from 1999-2000, and also served as Treasurer from '94-'96, Vice President from '96-'97 and President from '97-'99.

BEST WISHES TO JEANNE ROBBANA, Director of the Vineland Public Library, who will be retiring this November. Jeanne was the first Program Coordinator for SJRLC. After leaving SJRLC, she continued to share her time and expertise serving as an SJRLC Board Member from '96-'97 and '99-2000 and holding positions of Vice President from '97-'99 and President from 2000-2002.

CONGRATULATIONS TO MCGUIRE AFB LIBRARY which has received an award from the National Endowment for the Humanities and National Video Resources. The library has received six programs on World War I: America becomes a world power. Their first presentation will be over soon and they can lend the program to other libraries. It includes videos and DVDs about WW1 and its impact on America. The Viewing and Discussion Series consists of six weekly programs of lectures, film screenings, readings and discussions held in libraries and led by scholars. For more information please contact Kathleen Hanselmann at 609-754-2346.

CONGRATULATIONS TO ALFRED FRY, Camden County College Reference Librarian. Alfred is one of seven librarians in the country selected by ALA's Office for Information Technology Policy to be trained as a 'Copyright Scholar' for 2006, the first year for this new program. He will receive free training (beyond basic copyright), graduate, and become a Copyright Scholar!

CONGRATULATIONS TO THE MOORESTOWN LIBRARY on the funding of their building project. A 2nd floor storage area will be converted to a spacious new children's department. Adult collections and services will spread out on the 1st floor and all systems will be upgraded and modernized. The budget is \$3.55 million from the Township plus \$250,000 from the Friends of the Library. The architect is John Veisz of Faridy Veisz Fraytak.

CONGRATULATIONS TO CAMDEN COUNTY COLLEGE LIBRARY which received recognition for their "One Tool: Diversity Guide" Web Page. An article by Dr. Elizabeth Bass, in the October 10, 2005, issue of Hispanic Outlook in Higher Education, highlights the web subject guide "Diversity and Multiculturalism", developed by Dr. Bass and Barbara Laynor, Camden County College Extended Services Librarian. See: www.camdencc.edu/library/websubjectguides/diversity.htm

CONGRATULATIONS TO GLOUCESTER COUNTY LIBRARY on the implementation of their new computer newsletter. They are using the Mail Bomber program which sends the newsletter by email on the first of each month to 2040 patrons. The newsletter gives news of monthly concerts, book discussions, programs, websites of interest, and (sometimes) special new books. Customers' email addresses are collected when they sign up for library service.

CONGRATULATIONS TO ARLEN KIMMELMAN, CLAYTON HIGH SCHOOL LIBRARY for being awarded a "Dollar General Back-to-School" grant. The \$5,000 grant is provided to assist schools in meeting some of the financial challenges they face in implementing new programs or purchasing new equipment, materials or software for their school library or literacy program.

CONGRATULATIONS TO TINA KERESZTURY, Associate State Librarian, who received the Libraries of Union County Library Leader of the Year award for her outstanding work on the NJ Public Library Construction Grant Program.

CONGRATULATIONS TO THE CUMBERLAND COUNTY LIBRARY which received the 2005 New Jersey Council for the Humanities (NJCH) Book Award Collection. 23 titles, nominated this year by sixteen publishers from across the country, will be added to the library's collection.

KUDOS AND CONGRATULATIONS TO THE CAMDEN COUNTY LIBRARY SYSTEM which will open "Shelf Life," a Satellite Location, at the Echelon Mall. The library has partnered with the Pennsylvania Real Estate Investment Trust (PREIT) to operate the satellite branch. "Shelf Life", a 3,000-square-foot facility offering bestselling adult book titles, children's programming and meeting room space, will open the week of Nov. 21.

CONDOLENCES to the family and friends of ALICE CLIFTON, who passed away on October 24th. Most recently, Alice was a Reference Librarian at Camden County Library, but had worked at the Deptford PL, Helene Fuld School of Nursing Library and Gloucester County College Library. Alice received the NY Times Librarian of the Year award in 2004 and proclamations from the Camden County Board of Freeholders, Gloucester County Board of Freeholders, Donations in memory of Alice may be made to Women of Faith & Hope, Inc., PO Box 14228, Phila, Pa. 19138. Tributes and memories may be shared at www.mcgfuneral.com.

10 THINGS I NEVER THOUGHT I'D SEE IN LIBRARIES - Barbara Shapiro, Cherry Hill Public Library Director



1. **Online customer registration** and having library staff be trusting enough to mail out library cards
2. **Laptops on loan**
3. **Ipods on loan**
4. **RFID tags** that allow you to pile up materials and check them all out at once.
5. **Downloadable audiobooks**
6. **24/7 online real time reference service** (QandANJ)
7. **Wireless environment**
8. **Video Games to loan**
9. **Self Check-out**
10. **Automated print management**

32 TIPS TO INSPIRE INNOVATION FOR YOU AND YOUR LIBRARY

- Stephen Abram, M.L.S., Sirsi vice president of Innovation

Served up in three tasty portions. Just read it.

www.sjrlc.org/32tips