



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

# Connections



## **SJRLC and NJ State Library fund Wireless Hotspot Project**

*WIRELESS, from column 1*

libraries in South Jersey applied for and received grant funding to install, maintain, and publicize public, wireless Internet access. A number of the grantee libraries are using the funds to create wireless networks in multiple branches, so there will be forty-five separate sites offering wireless hotspots.

To help make the process as easy and efficient as possible, SJRLC worked with the firm American Computer Technologies (A.C.T.) to develop a preferred pricing plan for the installation of wireless networks.

SJRLC is providing further support to participating libraries by offering a professionally designed logo, which can be used as a web-based banner ad, a sticker for the front windows and doors, or incorporated into flyers and bookmarks. The Cooperative

*See Wireless, p.2, col 2*

Imagine: Your customers walk into the library and know that there is a convenient wireless Internet connection available for their use. Now imagine if all South Jersey residents had the same experience at their public library.

SJRLC's Wireless Hotspot demonstration project will help make this vision a reality. In addition to SJRLC funding, the New Jersey State Library contributed an additional \$15,000 to bring this project to fruition.

In a time when wireless networks for customer access are popping up everywhere, including Starbucks, hotels, airports and even McDonalds, SJRLC would like to see wireless networks for customer access in every public library in South Jersey AND we'd like our customers to know that we have them.

This past Fall, thirty-seven

*See WIRELESS, next column*

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<p><b>SOUTH JERSEY REGIONAL LIBRARY COOPERATIVE</b> 10 Foster Avenue, Suite F-3 Gibbsboro, NJ 08026 CDL# 3818 Ph: 856-346-1222 Fax: 856-346-2839 <b>WWW.SJRLC.ORG</b></p>	

## **STAY IN THE LOOP**

**Join the  
SJRLC Listserv!**

**[www.sjrlc.org/listserv](http://www.sjrlc.org/listserv)**



# TRADING SPACES:



Project's impact continues to be felt across the state and nationally.

Between June 2002 and March 2003 the Mount Laurel Library, which was selected as the first New Jersey demonstration site for the use of visual merchandising techniques in a public library, was very busy revamping their environment as part of **Merchandising the Collection: The Trading Spaces Demonstration Project**.

Changes to the library included the addition of an Internet Cafe and wireless network, a new popular DVD collection, new environments for young readers, families, teens and quiet study, and new gondolas and slatwall used to attractively display popular collections and materials. The response from Mount Laurel Library customers was overwhelmingly positive, and Mount Laurel saw circulation statistics rise by over 40%.

While the response from Mount Laurel's customers was notable, the goal of this demonstration project was not simply to see results at the Mount Laurel Library, but to extend the learnings to all libraries throughout New Jersey. The challenge was to show other librarians the value of retail merchandising techniques and help them implement positive changes at their own libraries.

The first step towards achieving this goal was to offer two workshops, which were held in March 2003. These workshops, held at the Mount Laurel Library and at the Monroe Twp. Public Library (Middlesex Co.), were attended by more than 200 people. It could have ended there. But it didn't.

A project website, at [www.sjrlc.org/tradingspaces](http://www.sjrlc.org/tradingspaces), was created with the help of Mount Laurel Library staff, who contributed their powerpoint presentation and lots of quality documentation. The website includes before/after photos, price and ordering information for various fixtures, templates of change management documentation and more. In addition, a listserv (linked from the webpage) was set up to help interested libraries stay in touch and discuss the concepts presented at the workshops. The website, which continues to get hundreds of hits each week, has grown into a do-it-yourself toolkit that has helped libraries replicate the successes demonstrated at Mount Laurel.

As buzz began to grow about the project, it became clear that there were many librarians throughout the state that were interested in seeing the Mount Laurel Library, but had been unable to attend the initial workshops. In May 2004, SJRLC and Mount Laurel Library began offering formal tours, and over two hundred people, including librarians, assistants,

## TRADING SPACES, from column 1

trustees, and maintenance staff, and MLS students, have taken part in these "mini-workshops."

In August 2004 SJRLC surveyed everyone that had attended a Trading Spaces workshop or tour and found that over 90% of attendees had implemented a change in their library based on their experience at the workshop; 74% had created displays, 51% had added new media formats, and many others reported that they were in process or seriously considering these, or other, changes.

While the Trading Spaces project continues to have positive effects throughout New Jersey, its reach has also extended to others across the country. The Mount Laurel Library has been generous with their time, answering emails and calls from many librarians across the country. Perhaps the effect of this project is best represented in this message from a database vendor who visited the Mount Laurel Library recently and shared the following:

Thanks again for spending that time with me and showing me around your library. You had more of an impact on me than you can imagine! I really wanted to thank you for inspiring me to get back into libraries. I left your library and cried in my car I was so inspired by what you are doing. You helped me realize how passionate I felt about libraries and how much I missed them. I start [soon] as the Director [of] a Library System in the Midwest. I am so excited to be getting back to my field.

Finally, SJRLC would like to express appreciation to the State Library for their support of the Trading Spaces project, and thank the entire staff of the Mount Laurel Library for their time, energy and continued commitment to quality library service.

## WIRELESS, from p. 1

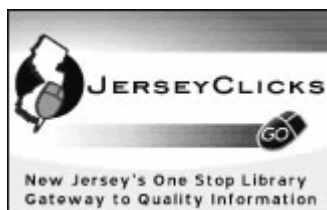
will also be sponsoring a "users' group" for grantees that will assist them in developing use policies and provide a forum for discussing technical issues, marketing, and related topics. A web-based resource page on wireless networks is also being created.

Karen Hyman, Executive Director of SJRLC had this to say about the Wireless Hotspot Demonstration Project: "We hope that the wireless hotspot project will have as big an impact as the **Trading Spaces** Project continues to have on libraries and library users. We want to develop services that resonate with customers and potential customers and illustrate how libraries have changed to meet new needs and new opportunities. We'll be working to implement and publicize the Wireless Project in a way that achieves this goal."

If you would like to offer a wireless network to your customers, but were unable to take part in this project, don't fret: Installing a wireless network is probably easier and less expensive than you think! Depending on the size and layout of your library, installation costs can range from under \$100 for smaller libraries up to \$2200 or so for larger libraries. The average wireless network installation cost for libraries participating in the Hotspot project is just under \$850. That's less than the cost of one new laptop!

If you're interested in learning more, a good place to start is Bill Drew's "Wireless Librarian" webpage, [people.morrisville.edu/~drewwe/wireless](http://people.morrisville.edu/~drewwe/wireless)

# WWW.JERSEYCLICKS.ORG



## New Jersey's State Portal

Looking for information? Are you and your customers googled out and want to try something new and fast to get the quality information you need?

Then try **JerseyClicks**, brought to you by the New Jersey State Library and the Regional Library Cooperatives, and located at [www.jerseyclicks.org](http://www.jerseyclicks.org). JerseyClicks will help you and your customers find the everyday information that you need 24/7.

JerseyClicks allows you to look up information in magazines, encyclopedias, and other resources through one user-friendly Website from your home, office, school, or public library by using your library card. JerseyClicks offers easy searching of 27 databases in subjects such as health, history, business, education, science, current events, literature and modern fiction.

Do or your customers speak and read Spanish? Than don't miss out on **Informe**, a Spanish language database, which is just one of the many databases that are available through JerseyClicks. But what makes JerseyClicks so useful is that it allows you to search up to fifteen databases at once.

### ACCESSING JERSEY CLICKS

Access to JerseyClicks is available to all New Jersey residents through the web at [www.jerseyclicks.org](http://www.jerseyclicks.org). If the customer is accessing JerseyClicks from outside of a public library, they will be prompted for a valid New Jersey public library card, and will not be able to view search results unless they are able to provide their barcode. However, JerseyClicks searches conducted from within any New Jersey Public Library will not require a barcode. The New Jersey State Library has configured JerseyClicks to automatically recognize the IP addresses of all NJ public libraries.

Whether searching from a library, or from home, work, or elsewhere, you can use this great new

*JerseyClicks*. from column 1

service 24 hours a day, 365 days a year. Try it now, any time day or night.

All libraries are encouraged to promote JerseyClicks to their customers. Attractive, professionally designed "banner ads", like the one you see at the beginning of this article, can be displayed from your webpage. Banner ads are available by clicking on the JerseyClicks banner that appears on the SJRLC homepage, [www.sjrlc.org](http://www.sjrlc.org).

For more information and promotional bookmarks, contact Scherelene Schatz at [sschatz@njstatelib.org](mailto:sschatz@njstatelib.org).

JerseyClicks is funded by the New Jersey State Library, the New Jersey Library Network, and the federal Library Services and Technology Act. ✓

### Salem County Peace Center relocates to Salem Community College Library

Salem Community College celebrated the relocation of the Salem County Peace Center to its campus library with two events in October.

Maud Dahme, a Holocaust survivor and a nationally respected leader in the field of education, was the featured speaker at the first event. She spoke of her three years (1942-45) as a "hidden child" with her sister during the German occupation of her native country of the Netherlands. Mrs. Dahme also spoke of her transition to life in the U.S. in 1950 with her reunited family. A passionate advocate of Holocaust education, she has been a member of the NJ State Commission on Holocaust Education since 1982. She encouraged the audience to respect the differences among us. "Inside we are all the same," she said. "Let there be peace and let it begin with you."

The following day, Rev. David Bailey, Sr., founder of Ranch Hope, a home for troubled youth, spoke to Salem County high school juniors about diversity and tolerance.

The Salem County Peace Center, located in SCC's Library, hosts events related to promoting tolerance among individuals and groups. The Center also houses a collection of Holocaust/genocide/human rights-related materials as well as items on the teaching of tolerance and conflict resolution. ✓

# What's Happening:

News from around the region.



### CONGRATULATIONS TO THE AVALON FREE PUBLIC LIBRARY

which opened its doors on January 3, 2005. The library is currently operating at 251 26th Street, until its new building opens later in the year. Stay tuned!

### CONGRATULATIONS TO THE CHERRY HILL PUBLIC LIBRARY

on the opening of their new building. Photographs of the December 21, 2004 ribbon cutting, and other photos of the library are available at: [www.sjrhc.org/pictures/cherry\\_hill\\_opening](http://www.sjrhc.org/pictures/cherry_hill_opening)

### CONGRATULATIONS TO THE CUMBERLAND COUNTY LIBRARY

which recently received \$400,000 from the Department of Community Affairs a Small Cities Community Development Block Grant. This grant will provide Handicapped Accessibility and other renovations to the Cumberland County Library building.

### CONGRATULATIONS TO ALKA BHATNAGAR

on her recent promotion to Assistant Head of Adult Services at Camden County Library.

### CONGRATULATIONS TO SOPHIE BROOKOVER,

Camden County Library, on being awarded YALSA's Baker & Taylor Scholarship Grant for 2005. Sophie will receive a \$1000 grant to attend the ALA Annual Conference in Chicago this summer.

### CONGRATULATIONS TO EDWINA CAHILL

who has been promoted to the position of Chief Librarian for the Atlantic County Library System. In this position, she will be assuming duties in the area of human resources, as well as continuing as head of the Reference Department.

### CONGRATULATIONS TO ALICE CLIFTON,

South County Regional Branch of the Camden County Library, on being named a New York Times Librarian of the Year.

### CONGRATULATIONS TO JACKIE GOULD,

Clearview Regional High School, who recently received the President's Award from the Educational Media Association of New Jersey (EMANJ). In addition, Jackie is quoted on page 27 of the February 2005 issue of NEA TODAY, for her strategies for Tempting Teen Readers.

### CONGRATULATIONS TO CLAUDIA SUMLER,

Director of the Camden County Library, who will be on the ballot for President of the Public Library Association (PLA).

### CONGRATULATIONS TO ART WOLK

on the publication of his book, Garden Lunacy: A Growing Concern. It's a laugh-outloud look at the world of horticulture. For details, reviews, and purchase information see [www.gardenlunacy.com](http://www.gardenlunacy.com).

# HELLOS AND GOODBYES

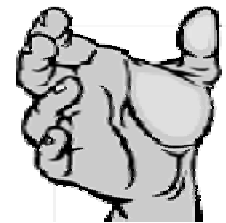
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**WELCOME TO THERESA CUDDY** the new Assistant Head of Adult Services, Readers Services Division at Camden County Library.  
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**WELCOME TO JULIE DUBOIS**, new Youth Services Librarian at Mount Laurel Library. Julie is from New Jersey and has been enrolled in the online MLS program at the University of Connecticut, graduating in May 2005. She has a very strong sense of customer service and love of children's literature and has been a very welcome addition to the Mount Laurel Team.  
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**BEST WISHES TO BONNIE FLANAGAN**, Camden County Library Supervising Library Assistant, on her recent retirement after 15 years of service.  
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**BEST WISHES TO MARY SIMS**, Camden County Library Principal Library Assistant, on her recent retirement after 20 years of service.  
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## OUTREACH, WOODBURY STYLE



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- Contributed by Jean Wipf,  
Woodbury Public Library Director

Here at Woodbury Public Library, we are busy doing all the "conventional" library programs but we have one outreach program that is working very well for us.

I visit a senior citizen complex in Woodbury once a month to share our books with seniors who have no way to get to the library. I bring a group of approximately thirty fiction and nonfiction books in large print and regular type to the complex every month. I booktalk most of the books that I have brought and then the residents pick which book(s) they want to keep until next month's visit. I keep track on a notebook and have had very few books that don't come back.

The group and I spend a lot of time talking about our favorite authors and simply socializing. Our children's librarian visits four daycare centers a month in Woodbury and this seemed like a natural next step. Being the director of this library, it is very easy to get bogged down with administrative work, this program offers me a chance to reconnect with my books, eager readers and the residents of this community.  
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