

Fall 2014

Branding or Rebranding
Your Library

Vol. 12, No. 3



Vision, Focus, Conviction: Branding to Make a Better BCC Library

By **Meredith Butts** and
Lori Lenox, Information
Specialists, Burlington
County College Library

Vision, focus, conviction: These words describe why we are undertaking a major overhaul of the image of library services at Burlington County College (BCC). Like many libraries these days, we have a lot of competition in the information marketplace. We need to up our game to survive, let alone thrive.

The journey began when I, Meredith Butts, started working at BCC in autumn 2013. Naturally curious, I began asking a longtime BCC employee, Lori Lenox, how cer-



tain things worked and why they were the way they were. What started as the two of us scratching the surface of the library's image in late 2013 soon became digging into the foundation. Over the years there had been small changes, but we realized that there was a need to revamp the whole image of our library and

to propel new developments. We needed to better advertise our services and to demonstrate their value. This is how we began the process:

Questioning the Basics

It all started with potential. We knew that many people were doing good work at BCC's William K. McDaniel Integrated Learning Resource Center (ILRC) at Pemberton campus, but we also knew that there was a lot of great work we could be doing.

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A New Brand and New Purpose at Glen Ridge Public Library

By **Jennifer Breuer**,
Director, Glen Ridge Public
Library

My father's career was in marketing, and he would always say, "Creating brand allegiance is key to a successful business. Even against stiff competition, if you can keep them coming back for more, then you know you're doing something right."

Even though I did not follow in his footsteps, his words always stuck with me. What made me choose Coke over

Pepsi? Android over Apple? And for me, the bigger question: why choose another source over the public library?

Since becoming Director of the Glen Ridge Public Library in 2010, my Board of Trustees has annually charged me with targeting and engaging the non-user. Preliminary surveying was done and the writing on the wall was clear: Many did not know what the library really offered beyond customary books and children's storytimes; we weren't appealing

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Message from the PRESIDENT

Got Books?

In today's fast-paced, 15-seconds-of-fame, gotta-have-it-now, on-the-edge culture that we live in, getting your message across quickly and succinctly is vital. Who doesn't immediately know what Target's red bullseye, the Aflac duck, or "Just do it" stand for? These are icons that represent not only the products, but also the companies' reputation and messages to their consumers. Using a bullseye, a duck, and a motivational phrase are all great examples of how branding works for businesses.

Libraries have a brand, too. Books. Books are the first thing that anyone thinks of when you mention the word "library." As librarians and library staff, we all know that there is so much more to our libraries than just books. But how do we convey what a library is in 10 seconds or less?

In this issue of the newsletter on "Branding or Rebranding Your Library," staff from four different NJ libraries shared how they are getting their messages across through branding. Rutgers University, Monmouth County Library, Burlington Community College, and Glen Ridge Public Library are libraries on the edge that have made their brands work. How will you brand (or rebrand) your library?

Many libraries have Facebook, Twitter, Pinterest, or other social media accounts. Cute posts of crafts and kids (with permission of course), upcoming events, and Summer Reading are all

touted as they should be. But are we using social media tools wisely? Is there a strategy behind our posts? Are we highlighting our brand with each post?

Along with all of the wonderful ideas and strategies about branding used in this issue's articles, I would like to add strategic use of social media. Your social media efforts should do the same as good branding: deliver a clear message, confirm credibility, and create loyalty.

"Libraries on the Edge" is my presidential theme. #LibrariesOnTheEdge will be used in all my social media posts about libraries this year. All communications from me will have "Libraries on the Edge" somewhere in the text. The 2015 NJLA Conference theme will be "Libraries on the Edge." "Libraries on the Edge" is my brand.

I would also like to ask that, along with branding your own library this year, we all brand New Jersey libraries in general. Using #NJLibraries in all your social media posts is a great way to start. Let's get #NJLibraries and #LibrariesOnTheEdge trending this year.

I am very excited about the coming year as NJLA President. I look forward to working with all #NJLibraries and hearing how they are #LibrariesOnTheEdge.

Terrie L. McColl

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Mission Statement of the New Jersey Libraries NEWSletter

The New Jersey Libraries NEWSletter is one of the official publications of the New Jersey Library Association and serves as a vehicle for communication of library issues and activities among the members of NJLA.

Editorial Statement of the New Jersey Libraries NEWSletter

The New Jersey Libraries NEWSletter shall provide news of the New Jersey Library Association and information about statewide, regional, and local library activities. News shall be as current as possible within the constraints of the publication schedule and the publication will serve as an archival record of significant and lasting library issues and topics.

The New Jersey Libraries NEWSletter shall provide reports from officers, committees, roundtables, sections, and other units of the NJLA. It shall also publish reports on trends and practices in the library profession and articles on topics of interest to the New Jersey library community. Ephemeral issues and time-sensitive topics will be covered in the Listserv or the Association website.

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Letter from the EXECUTIVE DIRECTOR

What Happened in Vegas...

I am sure you are all familiar with that catchy marketing campaign "What happens in Vegas stays in Vegas." Well, I have a slightly different take on the topic.

At the recent ALA conference in Las Vegas, NJLA was awarded the Gerald Hodges Chapter Relations Award for Intellectual Freedom. Eileen Palmer, then NJLA president, and I represented the association at the awards reception. We were also joined by a good representation of NJLA librarians who were attending ALA. All in all it was a very nice event. We got a plaque (you never have enough of those) and, more importantly, \$1,000, which NJLA can always use.

Below is an excerpt from our application for the award:

"We believe our chapter qualifies for the Gerald Hodges Award under the criteria for 'has succeeded in galvanizing to an unusual extent support for intellectual freedom within a state chapter.'

"Since its inception in 1896, the promotion of Intellectual Freedom has been one of the primary goals of the New Jersey Library Association. For 50 years, the NJLA Intellectual Freedom Committee has worked diligently to uphold this goal. Established as a special committee in 1954, it became a standing committee of the association in 1962. Its functions include: analyzing and studying issues relating to intellectual freedom, including pending legislation and court proceedings; educating the membership on intellectual freedom issues; assisting the membership's intellectual freedom challenges; and providing professional

development programming focusing on intellectual freedom issues.

"Over the past two decades, the introduction of the internet and electronic communication have made intellectual freedom issues exceedingly more complex for the library community. The NJLA Intellectual Freedom Committee has worked diligently to provide guidance to our members in these challenging times. For 15 years, we have been extremely fortunate to have Grayson Barber, Esq. as a member of our Intellectual Freedom Committee. Her pro bono assistance has provided expert analysis on many legal issues, which has permitted our committee to develop guidance for our members on a variety

of intellectual freedom topics on a regular basis.

"With Grayson's guidance, NJLA has issued many policy statements, legal memorandums and legal briefs on some of the most important intellectual freedom topics facing our members. In addition, as a member of the committee, Grayson

has also been 'on call' for any library facing an intellectual freedom challenge. She provided confidential assistance to libraries facing many legal issues but particularly provided guidance to libraries receiving challenges associated with the interpretation of the *New Jersey Confidentiality of Library Records Statutes*.

"Below is a list of some of the documents which the NJLA Intellectual Freedom Committee has developed during the past 15 years:

'Statement on Charging for Library Services' (2013)



Pat Tumulty and Eileen Palmer receiving the ALA Gerald Hodges Intellectual Freedom Award on behalf of NJLA

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Note from the EDITOR

Your Culture Is Your Brand

In this newsletter issue, you will learn that branding is about logos and tag lines, but also about how an organization is perceived, for better or for worse.

If you are working on branding or re-branding your library, consider the philosophy of Zappos.com, the online shoe and clothing retailer. Zappos executives believe that successful branding starts with your organization's culture. If you can get the culture right, everything else falls into place.

In a 2009 blog about the company's brand (<http://tinyurl.com/8yu2w7>), CEO Tony Hsieh explains that when Zappos first started, execs defined several company-wide core values such as "deliver WOW through service," "create fun and a little weirdness," and "build a positive team and family spirit." Then, with this foundation in place, they worked to hire employees who embodied the company core values over those with just the right qualifications. They also empowered employees to make their own decisions and to be creative (check out this email from a Zappos customer rep: <http://tinyurl.com/mcZraaz>). Finally, they assigned intense customer service training to every single employee from top to bottom, including a 2-week stint taking calls as customer service representatives.

Today, Zappos is known for its top-notch customer service and personal, quirky touches. Hsieh firmly believes that the culture created from the aforementioned actions and the company's core values are ultimately responsible for Zappos' solid reputation.

Working from the inside out is not an easy or quick way to achieve a well-perceived brand, but it is a sound approach if done right, as Zappos has been able to do. Consider what your employee culture is at your library when discussing branding, and what you can do to maintain or improve it.

Megan McCarthy

Logo Contest at Monmouth County Library

By **Donna Mansfield**, Programming Coordinator,
Monmouth County Library

In 2011, while the Monmouth County Library staff was in the process of redesigning our website, we decided to revisit our logo. Our previous logo was attractive and had served us for many years, but we wanted to create a new logo that was iconic and would reflect our mission of life-long learning and service to the community.

We had previously worked with an artist to develop a logo but were still looking for a design that excited us and represented the library that we are today and plan to be in the future. One of our branch librarians suggested a logo contest, which would give us the opportunity to reach out to our community members and get their ideas for a logo.

We decided to open the contest to Monmouth County residents between the ages of 14 and 22. This is a population that is less engaged with the library, and we hoped that the contest would increase this population's interest in the library and give us the benefit of young talent and fresh ideas.

We researched guidelines from other organizations and developed our own contest submission form, which included the age range for participants, the residency requirement, the closing date, and requirements that the artwork be an original work and submitted on paper. Because of the age of our audience, we also requested the name and signature of a parent or guardian.

Publicizing the Contest

One of our concerns was that we would not receive many entries, so we created a \$500 cash prize incentive, which was graciously underwritten by the Friends of the Monmouth County Library. We also heavily promoted the contest, developing posters and table signs for each branch, as well as bookmarks to be given out to patrons. On our website, we highlighted the contest and linked to the submission form. We also sent press releases and contest rules to local schools, art groups, and newspapers. Our original closing date for the contest was September 30, 2011, but we extended the deadline to February 2012 to ensure the participation of as many people as possible.

An important component of our publicity was our staff; our librarians often know the patrons well and they really highlighted the contest with patrons who had an interest in art, who had teenagers or grandchildren, or who were teachers. That personal touch really made the difference.

Judging the Contest

Next, we developed a process for judging the contest. We cataloged and scanned the logos as they came in so we could track them and present them to the Monmouth County Library Commission, who would make the final decision. We originally planned to show them all to the commission, but after receiving a total of 114 submissions, we had to find a more effective way to present the material.

Our staff began to winnow the list to the logos that we thought should be presented and of course, to do that we had to develop criteria. Our criteria included reproducibility, aesthetics, appearance both in print and online, and representation of our library today and in the future.

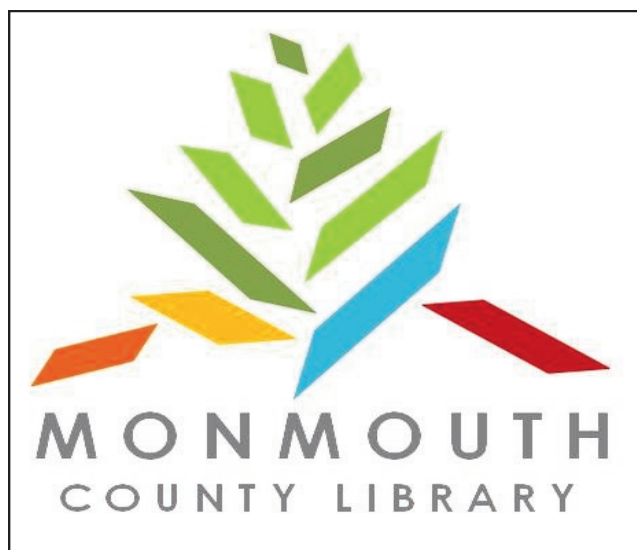
Students from the full age range specified in the contest participated. We received submissions from two high school art classes, as well as many independent entries. The media used in the logos ranged from crayon-and-pencil to computer-generated art.

Choosing the Logo

We presented our top 10 choices to the commission, who chose the winning design in February 2012. This timing was great because we planned to launch our new website in March 2012 and could now include our new logo.

The winning logo was designed by Josh Schneider, a 22-year-old Rutgers student. The logo was selected because it was clean, fresh, easily reproducible, and somewhat abstract (that is, instead of a literal interpretation of the library, such as books or computers, it allowed viewers to construct their own meaning of the logo and the library).

The design, included here, led some to think that it was a nod to Monmouth County's agricultural past, while others saw leaves, representing our many library services or more generally, leaves of knowledge. The artist himself indicated that the leaves represented our branches and that the leaves just above our title were designed as an abstract "m."



The new logo for the Monmouth County Library, designed by contest winner Josh Schneider

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What Do They Think of Us? RUL Brand Assessment

By **Rose Barbalace**, Access Services Supervisor,
and **Christine Wolff**, Program Coordinator for
Planning and Organizational Research, Rutgers
University Libraries



A word cloud featuring common adjectives used by survey participants to describe Rutgers University Libraries (RUL)

Knowing your library's brand and what your users' expectations are is an essential component to marketing your product and services effectively. A brand is a combination of perceptions, expectations, and thoughts about your product and services. In the context of a library, your brand is the overall user experience; it includes everything from your website to interactions with staff and librarians to your facilities and spaces. The Rutgers University Libraries (RUL) are extremely interested in understanding how our users think and feel about us.

Getting Started

The Rutgers University Libraries Marketing and Public Relations Team conducted our first brand assessment between 2006 and 2008. The team held focus groups, surveyed students and faculty, and hosted discussions with RUL personnel. Through this assessment, we identified four key perceptions of RUL: being higher-education focused, delivering essential services, enriching our users' knowledge, and providing friendly service.

While the 2008 brand identity has guided our policies and activities over the past few years, a brand is constantly evolving as users' expectations and perceptions change. About a year ago, the Marketing and Public Relations Team decided to review our 2008 brand assessment study to determine if after more than 5 years our brand was still valid. With new and emerging technologies over the last 5 years (e.g., Web 2.0, the mobile library, social media), the way our users interact with us is inherently different than their experiences during our first assessment study. Additionally, our user population has changed. The students surveyed more than 5 years ago, particularly the undergraduates, are no longer at the university. By surveying our current population of users, the team was interested in learning if a new brand identity for RUL would emerge.

To begin testing our brand, a subcommittee of the team was formed and reviewed comments from our Counting Opinions Customer Satisfaction Survey from the previous fiscal year (FY). A sample of 437 comments related to equipment, facilities, services, and staff were extracted from FY 2012–2013 responses.

The comments were reviewed by the subcommittee and coded for positive and negative responses for the four 2008 brand attributes and four emerging categories, which included technology, interlibrary loan, collections, and the library as a quiet space.

The overall results demonstrated that the brand attributes of "essential service" and "friendly service" from our 2008 brand assessment study still had high relevancy. Within the emerging categories, "technology" and "collections" were mentioned frequently by our users and were deemed relevant to include in our subsequent survey.

Survey Design

After receiving approval from the Rutgers University Institutional Review Board, we created a new survey using Qualtrics, an online survey creation tool, which we found to be user-friendly and robust from previous surveys and would meet our needs for this assessment.

The survey was comprised of five questions; three were used for classification purposes and two were used for assessing our brand identity. The classification questions asked participants to select their affiliation with the university (undergraduate student, graduate student, or faculty), their primary library location, and the frequency with which they use our libraries.

The following questions helped us understand how our users feel about RUL generally and what aspects of RUL our users resonate with most strongly. The first question asked users to select—from a list of 35 adjectives that we tested with student employees for clarity—what words came to mind when they thought of RUL. The final question provided participants with a list of statements that were each associated with an aspect of the brand identity and asked them to

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A New Brand and New Purpose...

to the 18-35 age group; our operating hours did not align with the needs of our commuting population. We received feedback along the lines of "The nearby Starbucks and Panera have better hours (and coffee)." Bummer.

How Did the Library Respond?

In Glen Ridge, we couldn't financially support hours comparable to private establishments, but we were able to expand our operations to include an additional evening. As for meeting other expectations of our community, some soul searching was necessary to figure out who we were and where we were going.

We did know that the library has been an important institution in the community for over 100 years, providing engaging programs and useful services with a helpful, friendly, and knowledgeable staff. The library houses interesting and relevant collections, and enjoys continued support from our mayor and council, Friends group, trustees, and residents.

While these qualities are all wonderful, the true challenge has been defining who we are to the community, and using our image and our mission to sell ourselves as the go-to place for individual and family needs—over all of the other options readily available.

Creating a Plan

I am no Mad Man, but when my Board asked me to write a marketing plan this year, I took on the challenge wholeheartedly. Channeling my father, I knew that developing brand allegiance would be the foundation of the plan and I began as any librarian would, by looking to books and to the example of ALA.

Coincidentally, ALA was offering an eCourse called "Breakthrough Branding for Your Library," which focused on the concept of determining your brand and conveying your message to your users. Using my own research as well as information from this eCourse, I found that branding requires a few key elements: the logo, the tagline to sum up the overall message, a consistent color palette and font scheme, and buy-in from staff.

The goal of our marketing plan focuses on two main areas: public relations (PR) and marketing (aiming to increase the public's awareness and understanding of the library's services, programs, and overall value in the community) and branding the library and developing an identifiable "personality" for the community (to establish a strong and consistent link between the library and its logo, tagline, typeface, color scheme, as well as to develop the characteristics that we'd like people to keep in mind when people think about the library).

As a team, we developed a logo that we felt best represented our library by merging two images, the community's iconic gas lamp and a book. Copperplate Gothic Bold, the font we selected for the library's name, captures the building's classic look and feel. In thinking of a tagline that would reflect our mission of being the go-to choice for residents, I found inspiration in the quote, "for every part of your life, we have something for you," from *The Accidental Library Marketer* by Kathy Dempsey.

To become the go-to place in our community, Glen Ridge Public Library needed to be marketed as a place that would fill people's needs no matter how basic or complex, in all aspects: "For every part of your life."

Selling the Brand

In order to use the tagline to capture brand buy-in from the public, we created marketing using the phrase "the Glen Ridge Public Library is part of my life." We solicited patron testimonials for a town-wide library public relations campaign showcasing how the library is part of residents' lives. And we thanked those who shared a story with a car magnet displaying the phrase "Glen Ridge Public Library is part of my life."

We hope that this type of marketing and PR will resonate and help build brand allegiance with the community as a whole.

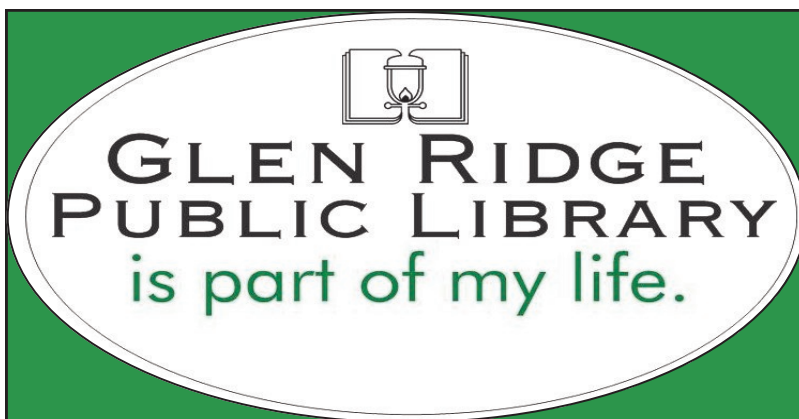
Staff buy-in is also important when selling your brand. All staff should understand what the library's brand represents to be able to articulate the message to users. Our staff was given a copy of our marketing plan, and we discussed what the new slogan and logo meant and how the staff is an important piece in helping

to make the library an essential part of patrons' lives. To brand ourselves, staff members were also given shirts with the library's new logo to be worn while working in-house or during outreach events.

It is important, as part of our brand, to make the library more human and accessible through an active social media front and a redesigned website (www.glenridgelibrary.org). We gave a voice to our online presence to make it memorable while also being user-friendly and informative. Everything has been rebranded: our e-newsletter, stationery, business cards, brochures, library cards, signage, flyers, and staff name tags.

So What Do They Think?

Being able to create an identity for the library with which Glen Ridge residents could identify was fun, but it surely was not easy. So far, verbal feedback from the community about the library's new image has been overwhelmingly



Car magnet featuring Glen Ridge PL's new tagline

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What Do They Think of Us?...

indicate how strongly they agreed or disagreed with each statement.

Survey Distribution

In order to achieve a representative sample of participants, we distributed the survey in March/April 2014 throughout the university in multiple ways. Because the survey was web-based, we decided to distribute the survey through online channels. The previous brand assessment in 2008 was conducted using a paper-based survey, and we expected that by creating the survey online, we would be able to gather responses from a wider range of our users and run analyses on the data more easily.

We primarily distributed the survey via mass email lists throughout the university. We reached out to program directors and academic deans and asked them if they would distribute the survey to their students and/or faculty, and most were happy to do so. Additionally, we promoted the survey through social media, using RUL Facebook and Twitter accounts.

Through these distribution methods, the survey was shared with students and faculty in 31 schools and colleges within the university, providing a comprehensive, representative sample of participants. The resulting response was quite encouraging; in total, there were 1,643 participants, including 701 undergraduate students, 517 graduate students, and 425 faculty.

Survey Results

Overall, our users most frequently described RUL as useful, accessible, convenient, quiet, easy to use, organized, friendly, informative, essential, and safe.

Undergraduate students specifically described RUL using adjectives that generally applied to the library facilities, whereas faculty tended to use adjectives that implied interaction with our librarians and staff, with a focus on research. Graduate students used a mix of adjectives from both of the other user groups, reflective of their unique set of needs relating to space, services, and resources. All three user groups selected the adjectives "useful," "convenient," and "accessible" most frequently to describe RUL; our brand identity will be focused on the expectation of these qualities.

Participants were also asked to rate nine statements that related to the aspects of the brand identity. The statements that most strongly resonated with the participants involved RUL being an essential component of their experience at the university, providing the web-based services they need and the resources they would expect a university library to provide, and librarian and staff friendliness.

Next Steps

The Brand Assessment Subcommittee was formed from members of the Marketing and Public Relations Team and tasked with developing a brand identity and corresponding message based on the results of the survey.

Over the next few months, the team will share results of the assessment and promote the new brand identity internally. Library faculty and staff will be reminded of the ways that their work contributes to the brand identity. Subsequently, the team will promote the brand externally and let users know what they can continue to expect from Rutgers University Libraries. Finally, we will determine and track metrics to evaluate the impact of the brand identity.

Rose Barbalace is an Access Services Supervisor and Student Coordinator at Rutgers University Libraries in New Brunswick. She holds a B.S. in Biology from Rutgers University in New Brunswick. Rose has been a member of the Rutgers University Libraries Marketing and Public Relations Team since 2006. Her email address is pinkdawn@rulmail.rutgers.edu.

Christine Wolff is the Program Coordinator for Planning and Organizational Research at Rutgers University Libraries in New Brunswick. She holds an M.S. in Human Resource Management from Rutgers University in New Brunswick and a B.A. in Industrial/Organizational Psychology from The College of New Jersey in Ewing Township. Christine's role in the Rutgers University Libraries brand assessment project focused on survey design and data analysis. Her email address is christine.wolff@rutgers.edu.



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What Happened in Vegas...

'Statement on Privacy' (2013)
'Statement on National Security Letters' (2013)
'Statement on Confidentiality of Library Records and e-content' (2011)
'Statement on the Use of Library Spaces' (2011)
'Resolution on 2009 Reauthorization of the USA Patriot Act' (2009)

"All of these documents can be viewed on the NJLA website (<http://www.njla.org/official-statements>). The committee has sponsored numerous workshops and conference programs on intellectual freedom topics. Examples include: 'Intellectual Freedom Mini-Conference 2013' (a full day devoted to intellectual freedom topics) and 'Privacy Is Everybody's Business: Did You Just Sign Away Your Patrons' Privacy?' (a 2012 NJLA conference program). Over the past 15 years, the NJLA Intellectual Freedom Committee has consistently provided a strong foundation for Intellectual Freedom through our policy statements and professional development activities."

Back to Vegas, it certainly was a very proud moment for NJLA. But our commitment to intellectual freedom issues won't stay in Vegas. I am sure it will always be a significant part of the work of NJLA. Our Intellectual Freedom Committee will continue to provide guidance and leadership to our library community for many years to come.

Pat Tumulty

(Continued from page 1)

Vision, Focus, Conviction...



New signage on display at one of BCC's libraries

What was preventing us from doing more?

One of the larger issues we face at BCC stems from having two different campuses (the Mount Laurel campus has the Technology & Engineer Center Library). It's challenging to deliver consistent services at two starkly different facilities. Also, our staff has a wide range of areas of expertise, which is valuable in our setting, but also problematic for service and program continuity. It became apparent there was not enough of a common foundation to tie the various parts together. We wanted to develop a singular representation to unify us and to demonstrate cohesion, something to thread through our college community, to speak for us and amplify our message. We needed a brand.

The two of us started asking ourselves basic questions. What do we want the brand to say for BCC? What do we hope to achieve? Several answers came quickly and easily. We want to provide more webinars, host more events, and increase traffic. Great, but what else? What is our purpose? At the most fundamental level, our job as librarians is to connect people with information. How can we do that? We want to become the first place they turn to when they need something. We decided that we wanted people to "Find IT! at the BCC Library" and we kept brainstorming with that brand tagline in mind.

Lesson: When creating a brand, first determine what you want. If you cannot clearly communicate your primary goals, your brand won't either.

Redefining the Audience

Lori knew that the ILRC at Pemberton and its programming had been getting spot makeovers and updates over recent years, but we saw a need to renovate the image of the library from the foundation up. In order to regroup and refocus BCC's libraries, we needed to set the right tone with the mission statement, which also meant more questions. Who are we? Who are our patrons? What are their needs and what do we do to meet them?

Asking and then answering our own questions again re-freshed our perspective. Since we have a partnership with the county library system, we must be prepared to serve county citizens. However, as an academic library, the focus of our services is on the college community, including all students, faculty, and staff. It was important for us to examine our patron community and to think beyond just the student base. Why? Research shows that most college students place instructors above librarians as resources when seeking help. So we needed to consider faculty and staff, not just as patrons with their own information needs, but also as extensions of library services. If they trust in us, they will convey that trust to others.

Lesson: It's important not to lose sight of who your audience is. You will aim better when you know your target.

Ambitious Goals, Realistic Expectations

Once we established our overarching vision and re-evaluated our patron base, we took it upon ourselves to draft a comprehensive plan. We wanted to include short-term, easily attainable goals which would facilitate momentum toward long-term achievements. We knew that successful branding required cultivating brand trust with continuity. Taking tips from well-known commercial brands, we paired our new slogan with a distinctive color scheme to add recognition. Initial, low-cost things we did included creating templates with the colors for digital presentations and updating diagrams and images with the color scheme for the website. We chose some colors that were already part of existing library signage, to help ensure that we could incorporate new signage easily over time.

One of our proposed goals is to do more outreach to the community. In the short term, we could develop very brief surveys to channel more user input and to direct long-term progress. Community involvement could be fostered by inviting theater and film students to produce new orientation and tutorial videos for our website. Additionally, we sketched out ideas to improve internal communication, recommending more regular staff meetings. Rather than impede cohesion between the two campus libraries, we want to be able to share our varied backgrounds and individual strengths through collaboration, as well as ensure more consistent delivery of programs and services.

Lesson: Successful branding needs successful implementation.

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Vision, Focus, Conviction...

Pitching Our Plan

The next step toward branding BCC Libraries was to share our ideas with others. So we developed a presentation for colleagues and administrators to demonstrate our new brand ideas, to explain why they should be implemented, and to show how it could be done. This had been a very personal endeavor for us up until this point. To gain approval, it was important for us to present information methodically and to provide clear rationales for change based on actual experiences with the information behavior of our patrons as well as on outside research.

When we presented our ideas in spring 2014, we infused the proposed brand into the entire presentation to demonstrate its look and feel. We believed it was essential to have the concept fully conceived, but not rigid in its form. We were confident in our ideas, but also welcomed contributions from others, thereby opening the doors to more active participation from everyone involved. Our carefully planned presentation and enthusiastic delivery were met with productive discussion and enthusiastic support.

Implementing Bit by Bit

While the dean of our department supports our rebranding ideas, we're still awaiting full university-level approval. (BCC is updating some other things that may affect us, and having so many "moving parts" means a slow process.) In the meantime, we are slowly moving forward on our own. We're reworking our website and revising our student instruction sessions to include the colors and the "Find IT! at the BCC Library" message into our services. We know that not everything will be done as we first envisioned (if it's done at all), but we continue to update whatever and wherever possible.

Our work has been a compilation of outside and inside research, an adoption of familiar marketing strategies, and a collaboration among invested parties. Successful branding adds recognition and value to a product, demands effective promotion, and requires unwavering belief in its purpose. You need vision to see what is possible, focus to identify what can be done, and conviction to inspire others to help make it happen.

Meredith Butts is an Information Specialist at Burlington County College in Pemberton. She holds an M.L.I.S. from Rutgers University in New Brunswick. Prior to joining BCC, Meredith obtained her New Jersey Department of Education Supervisor Certificate from Rutgers University and was a school librarian at Kingsway Regional High School in Woolwich Township for 5 years. Her email address is mbutts@bcc.edu.

Lori Lenox is an Information Specialist at Burlington County College in Pemberton. She holds an M.L.I.S. from the University of Wisconsin in Milwaukee. Lori held various positions in marketing and public relations before moving into librarianship. After working as a law librarian, Lori was a private contractor doing search engine evaluations for major companies in the industry. Her email address is llenox@bcc.edu.

(Continued from page 6)

A New Brand and New Purpose...

positive. Above all else, we look forward to collecting personal stories from the community—and sharing our own—as we continue the "part of my life" PR campaign to illustrate how essential the library is in our users' lives and exactly how they make us a part of theirs.

Reading List

Barber, Peggy, and Linda K. Wallace. *Building a Buzz: Libraries & Word-of-Mouth Marketing*. Chicago: American Library Association, 2010. Print.

Dempsey, Kathy. *The Accidental Library Marketer*. Medford: Information Today, 2009. Print.

Doucett, Elisabeth. *Creating Your Library Brand: Communicating Your Relevance and Value to Your Patrons*. Chicago: American Library Association, 2008. Print.

Dowd, Nancy, Mary Evangeliste, and Jonathan Silberman. *Bite-sized Marketing: Realistic Solutions for the Overworked Librarian*. Chicago: American Library Association, 2010. Print.

Kennedy, Marie R. *Marketing Your Library's Electronic Resources: A How-To-Do-It Manual for Librarians*. Chicago: Neal-Schuman, 2013. Print.

Jennifer Breuer is Director at the Glen Ridge Public Library. She holds an M.L.I.S. from Rutgers University in New Brunswick. Jennifer learned everything she knows about marketing from listening to her father, taking cues from her favorite brands, and teaching herself over the first half of 2014. Her email is jbreuer@glenridgelibrary.org.

New Jersey Elder Law

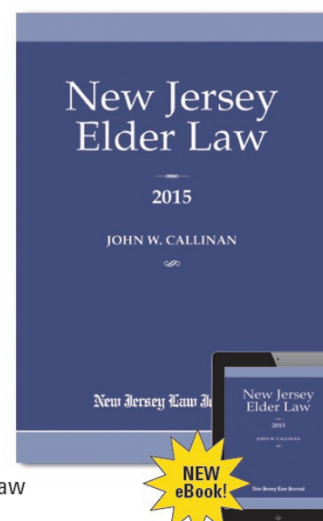
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People & Places Around the State

Honors, Awards, and Recognition

Plainfield PL staff gave a presentation on their successful literacy program at the New Jersey Association for Lifelong Learning conference in April. It was the only library-related program among 24 workshops offered at the conference.

The library community celebrated the signing of the "Workforce Innovation and Opportunity Act" in late July with **U.S. Representative Rush Holt**. Rep. Holt was the main sponsor of the bill in the U.S. House of Representatives. NJLA was able to present Rep. Holt with our Library Champion Award for being an outstanding advocate for our libraries. A large number of librarians from Rep. Holt's district (D-12) and members of the NJLA Executive Board were at East Brunswick PL for this special occasion.



Congressman Holt accepts the Library Champion Award from NJLA

Appointments and Elections

Lauren Antolino was selected as Children's Librarian at the Cranford PL. She previously worked at Fairfield PL.

Cheryl Ashley was promoted to Director at Verona PL.

Amy Babcock-Landry was named Director of Livingston PL. Amy was previously the Director of Alfred Baumann PL in Woodland Park.

David Cubie was selected as Director of West Orange PL in July. Previously he was Director of Hillside PL.

Susan D'Ottavio will be the new Director of the Millville PL. She recently retired from Cumberland County Library.

Maureen Donohue was named Teen Librarian at Piscataway PL.

Paul Glassman was selected as the new Dean of the David and Lorraine Cheng Library at William Paterson University. Paul was most recently Director of Library Services at Felician College.

Wen Gu was named Director of Gloucester City Library. She previously worked at Camden County Library System.

Christine Hill was named Director of Willingboro PL.

Kathi Moeller-Peiffer, Deputy State Librarian of Lifelong Learning at the New Jersey State Library, was elected President of the Association of Specialized and Cooperative Library Agencies, a division of the American Library Association.

C.L. Quillen was selected as the new Director of Spotswood PL. She previously worked at West Caldwell PL.

Mary Romance was named Director of Dover PL.

Ellie Strbo was promoted to Children's and Youth Services Manager at Middletown PL.

Celebrations

Dover PL celebrated its grand re-opening in May after being closed for structural repairs for several months.

Gloucester County Library marked the grand opening of its Maker Studio on July 26. They received a grant for this initiative through funding from the NJ State Library and LibraryLinkNJ.

Moorestown PL celebrated the opening of their new facility on July 8.

Resignations/Retirements

Michele Cappetta recently retired from the Newark PL.

Anne Ciliberti, Library Dean of William Paterson University's David and Lorraine Cheng Library, retired on June 30.

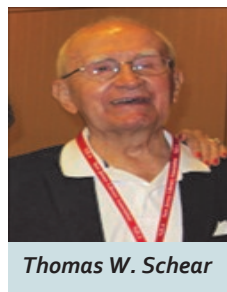
Beth Egan retired from Gloucester City Library in July.

Rosemarie Garwood will retire from Pequannock Township PL in the fall.

Christine King retired from Willingboro PL on June 30.

Sara Weissman retired from the Morris County Library.

Deaths



Thomas W. Schear



Dr. Kay Vandergrift

Thomas W. Schear, long-time member and past president of NJLA, passed away in June. Tom was a member of NJLA since 1957, serving as Treasurer from 1966-72 and President from 1973-74. He served as Director of Passaic PL from 1961-87.

Dr. Kay Vandergrift, a former faculty member at Rutgers University's Department of Library and Information Science within the School of Communication and Information, passed away on July 1 at her home in Lancaster, PA.

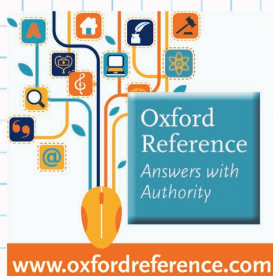
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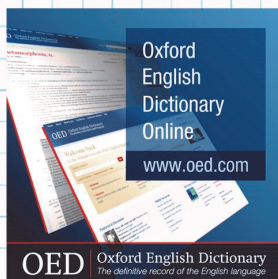
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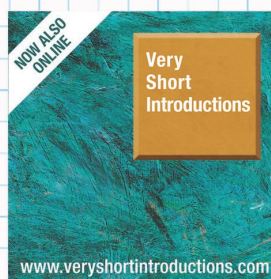
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Write for the Next Issue

Winter 2014

Libraries on the Edge

Libraries on the forefront of technology and creativity, libraries as information first responders, struggling libraries, or libraries that are on the edge within their community.

Propose by October 1

Members: To contribute an article, just email a proposal to newsletter_editor@njla.org!



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(Continued from page 4)

Logo Contest at Monmouth County Library

We sent all of the entrants a letter thanking them for their participation and inviting them to an exhibit of all of the logo entries in the atrium at Monmouth County Library headquarters. There were so many logos that we filled our sizable round wall at the entrance to the library and all of our display cases. Many participants had their photos taken next to their submissions.

The experience was very positive, although there were a few issues regarding ages and residency. For consistency's sake, we stuck with the stated rules. Others disagreed with our rule that any submitted artwork belonged to the library. We explained that the designs, as submitted, included the name "Monmouth County Library," but if a participant submitted his/her design to another library, for example, the name would be changed and it would be considered a new design.

Looking back, I would have developed a traveling logo display so that we could have circulated the logos around the

library system instead of just displaying them at our main branch where we had the most space. We would have selected logos from all of the branches and helped the branches display the submissions that came from their own communities. This effort would have allowed more people to appreciate the wonderful work that was done.

Our goals in sponsoring this contest were to get a new logo and reach out to the teen and young adult community. We certainly met our goals and would recommend this approach for other libraries interested in a new logo.

Donna Mansfield received an M.L.I.S. from Drexel University in Philadelphia. She has worked at the Monmouth County Library for 9 years and is currently Programming Coordinator. Previously, she worked at Lucent Technologies Bell Laboratories in technology product development. Her email address is dmansfield@monmouthcountylib.org.