

## Popping Up at the Station

Glen Ridge PL  
 goes where  
 their busy  
 patrons are

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

*"I take the 6:35 a.m. train  
 and get home so late that  
 I do not go to the library."*

*"Between work, commut-  
 ing, and everything else,  
 I can't take advantage of  
 the library like I used to."*

When the Glen Ridge Public Library surveyed the community for its next strategic plan and asked, "What keeps you from using the library?" responses such as these became a recurring theme. Needless to say, hearing that a portion of our large commuting population finds it hard to visit the library because of their work hours made it clear that we had to figure out a way to provide service. So we decided to go where the commuters are. In our community, they're at the Glen Ridge train station.

I read about the concept of "pop-up" libraries over a year ago and thought they were a great way to provide flexible, responsive, and memorable library service. At the time, we did not have the capability to circulate outside of our networked ILS and I put it on my wish-list. When it was announced that we were receiving Polaris' web client Leap, I knew this was our opportunity to take the



Glen Ridge PL's pop-up library at the town's train station this summer

library into the community like never before.

I discussed my idea of setting up at the train station on Friday mornings with the head of my circulation department, who immediately volunteered to join me at the pop-up. I told my staff and Board of Trustees that we were testing it out. We would go to the train station on Friday mornings during July and August from 6:30–9 a.m. with our newest books and movies. We discussed the services we would be able to provide and decided that, in addition to borrowing, we would renew material, issue and renew library cards, accept returns, place requests, and bring holds with us. For a special unexpected touch, we contacted a local supermarket for a weekly donation of fruit. They generously provided the bananas, apples, and oranges that were handed out each week.

It was at a borough department head meeting that

it became a full collaboration. I explained our idea and every department was supportive of the concept. Since the borough's

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## Message from the PRESIDENT

### Greetings NJLA Members!

First let me congratulate you, because if you received this newsletter in your email, then you are a member of the greatest and oldest professional organization for library staff in the state. Together we can promote and advocate for New Jersey's libraries with strength, experience, and passion!

I hope you had a chance to read or hear my inaugural speech presenting the goals, challenges, and focus I have in mind for NJLA this year. In case you missed it, my message and hope for all of us during this NJLA year—as library service providers, as individuals, as members of NJLA and for our association itself—is that our next steps take us Beyond the Box. I'm challenging myself, my fellow NJLA members, and the association to push outside the confines of our boxes—whatever they may be. The boxes that confine us can restrict our thinking, our experience, or our involvement.

Instead, I hope that we can focus on other boxes, such as ballot boxes, our toolboxes of knowledge and skills, and our soapboxes to help craft our message and find ways to share that through partners and allies. That we channel our energy into renewed involvement with NJLA and increased advocacy efforts. That, as an association, we are open-minded and strive to collaborate and communicate.

Towards these ends, many activities are already underway within NJLA and I've been working with several of our groups to maintain ongoing efforts and get new initiatives off the ground so we can meet these challenges.

Working towards increased communication to raise awareness of what is happening within NJLA, I've started sending occasional Message from the President emails to our membership. I've also had preliminary discussions with the newsletter editorial board to increase the scope of future issues to include happenings within NJLA Committees, Sections, and Roundtables.



New Jersey Library Association

Making use of our soapboxes, the Task Force on School Libraries continues the work of Past President James Keebler and includes school, public, and academic librarians. They will focus on building advocacy and awareness for school libraries and librarians by shaping regulations and legislation, and are working with the New Jersey Department of Education on the local response to the Every Student Succeeds Act (ESSA).

To help craft our message and share it with partners, the Collaboration & Partnership Task Force we established last year to aid in the implementation of our strategic plan has been renewed. I am working with this group to establish a method to develop and formalize a corps of organizations and agencies across the state that share our values and support literacy and library service. This effort is just getting underway, but I am excited for the possibilities and advancement of our cause.

I have started building a new Task Force on Library Achievement that will be led by Brett Bonfield, director of the Princeton Public Library. This group will explore ways to recognize New Jersey's highly achieving libraries, similar to the "Blue Ribbon schools" concept. The intent is again to raise awareness of today's library services, aid in advocacy to sustain these high levels of achievement, and establish service models that will hopefully foster support to raise all New Jersey libraries to become highly achieving.

There are many NJLA opportunities coming up where you can add to your toolboxes of professional knowledge, and also share your skills and experiences with others. The Youth Services Forum will be held on October 20, and the Adult Services Forum on October 24. Both events have much to offer library workers of all types. Thanks to all involved in putting these events together.

In terms of ballot boxes, NJLA continues to work on passage of our three bills in

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on January 4 (Spring issue);  
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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 NJLA 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



### A Challenge for Us All

Chris Carbone has given us a tremendous challenge with his presidential theme, Beyond the Box. When people hear "library," they immediately think of a building. I guess it would be fair to say our libraries do resemble boxes—four-sided, enclosed spaces.

The physical structure of our libraries is extremely important in providing services to our communities. Certainly, the great growth of library service in the early 1900s can be directly traced to Andrew Carnegie donating hundreds of library buildings throughout the nation, including about 100 here in New Jersey. Certainly, our library "boxes" have changed significantly over the years with buildings having to be reconfigured to meet the needs of ever-changing service demands.

Today, technology has expanded many library services "beyond the box," to the point where you can access a wide range of library services on electronic devices outside of the library building. Even our PR activities have gone "beyond the box," with libraries using social media to connect with their communities.

Yet Chris is challenging us to do more. Thinking "beyond the box" is about a mind shift in providing services. It is not about simply adding more books or offering a different database. It's about integrating library services into our communities in a very different way. He is challenging us to become disrupters, encouraging us to try new things and make new connections with people and organizations that we have not been traditionally associated.

What are our attitudes about providing services in new ways to our communities? We know our libraries are not just warehouses of books—I think of companies like Amazon as warehouses of books. In reality, Amazon is our competitor. Should we be following their

lead and start thinking about delivering books with drones? Don't laugh—just think about it.

Most of our library services are still offered in our physical spaces, but are they the same services we provided just five years ago? For example, who had a 3D printer five years ago? What does offering service mean in your community, and can it be offered outside of the library building?

There is a magazine called Fast Company that covers technology and innovation. It has compiled a list of the 100 Most Creative People in Business. Number 54 on that list is Brian Bannon, commissioner of Chicago Public Library, where he oversees an 80-branch library system. Yes, a librarian is included on a list of the 100 most creative people in the U.S.

I think this is Chris' challenge to all of us: He wants us all to be on the list of the most creative individuals in our communities. We are not to be defined solely by what happens within our library boxes, but rather for the innovation, creativity, and involvement we bring to our residents—wherever they are.

**Patricia Tumulty**



### Note from the EDITOR

A good friend has always impressed on me that "communication is key in any relationship" (he words it more colorfully than that, but this is a family newsletter). And as with all relationships, that takes some work.

It also applies to us as an organization. All this technology at our disposal, but still the message sometimes gets lost. I am heartened by Chris Carbone's mission to reach out—beyond our boxes—and she what his goals are for NJLA, and for the encouragement to share what we are all working on. The more discussion and sharing, the better we can be for it.

I'd like to think this newsletter plays a small part in that, and we can do more. The editorial board is working on ways for this publication to be a better way to communicate, and you will see some of those changes in this and coming issues.

It's not just a line—let us know what you're doing, thinking, and planning by emailing [newsletter\\_editor@njlamembers.org](mailto:newsletter_editor@njlamembers.org). This is your membership publication—use it!

**Jill D'Amico**

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# Public Services, New Patrons

By **W. Keith McCoy**, Director of Public Services, Somerset County Library System

When public libraries began appearing in the later 19th century, they were far from becoming the ubiquitous and romanticized civic sites that they are today. Back then, adults in the community (no children until many years later) had to be encouraged to come in and explore the library, by offering them more than just good books. Daily newspapers and periodicals, good lighting and seating, even art and other visual collections were some of the enticements that were presented to get men and women to make a detour from their usual pursuits and into our buildings. Some libraries even had gallery spaces as part of their design. Once hooked, most visitors continued to come, but getting people inside for the first time was not an easy task in those days.

Public libraries still have the dilemma of getting the local population to come through their doors. Today, barely half of the country has been inside a public library in the last year (<http://libraries.pewinternet.org/2013/12/11/section-1-an-overview-of-americans-public-library-use/>), despite our rich array of services. We compete with Amazon.com and Starbucks as places to sit down and connect with information and writing. Visual entertainment has gone from movie screens to TV screens to handheld screens. So, how do we get the public's attention today? What else can we offer that the unaware public might need, so that they will enter and run across our wonderful attractions?

There are other services that public libraries can offer to the community which can hook the attention of those who know nothing about a 21st-century library. Once inside your doors for a non-library reason, you can convince these non-users to return by showing off all that we have to offer.

*Keith McCoy is Director of Public Services at the Somerset County Library System in Bridgewater. He previously served as library director in three NJ communities over the course of 25 years. He holds an M.S. degree in library science from Drexel University. His email address is [kmccoy@sclibnj.org](mailto:kmccoy@sclibnj.org).*



SCLS staff being sworn in as notaries.

## Thinking About Adding Non-Traditional Services?

### Notary Services

A notary public is an official witness to a legal transaction. A notary verifies that the person signing a document is indeed who they say they are. Notaries don't practice law or give opinions, they just verify the execution of legal documents. For that action, they may charge a small fee, set by state statute. Public libraries can offer this service and collect that fee. Depending on your hours and the size of your staff, you may want to have more than one person apply for a five-year notary appointment. Somerset County Library System (SCLS) has over 30 notaries on staff, and we will be adding more this year. These are the guidelines under which we provide this service: <http://somerset.lib.nj.us/notary.html>. To add a notary to your staff, the process starts by working with a local legislator and then getting sworn in by the county clerk. For more information, including the application and a more detailed explanation, see [www.state.nj.us/treasury/revenue/dcr/programs/notary.shtml](http://www.state.nj.us/treasury/revenue/dcr/programs/notary.shtml).

### Passports

About one in three Americans has a valid U.S. Passport, but the number is expected to increase dramatically over the next few years. While renewals can be done by mail, all new applications need to go through a Passport Accep-

tance Facility, where trained persons review applications for completeness before signing off on them and mailing the application and the U.S. Department of State fees to the U.S. Passport Office. For this work, the local agency gets to collect a \$25 fee for each new passport (which is rumored to be going up to \$35 in the next year or so). At the Roselle Public Library, the collected fees paid for a half-time library assistant, who was able to help with other things while waiting for applicants to show up for an appointment. More information can be found here: <https://travel.state.gov/content/passports/en/passports/information/become-a-passport-acceptance-facility.html>.

### Stamps

If your residents find accessing the local post office to be difficult, you may want to consider being an Approved Postal Provider. Over 60,000 outlets, from groceries to department stores, already offer the sale of U.S. postage stamps in addition to their usual wares. Unlike the previous examples, there is no revenue to be gained with this program; in fact, you have to provide the money up front in order to get the stamps to sell. On the other hand, if your library is better than the local USPS building in terms of hours, parking, and location, like in Monroe Township, you may find it

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# Beyond the Building

## Bernardsville Public Library goes into the community

By **Madelyn English**, Adult Program and Publicity Manager, Bernardsville Public Library

Bernardsville Public Library is located in the heart of Bernardsville, a town with a population of 7,700. While it focuses on serving community residents with a varied collection of books, DVDs, e-books, movies, audiobooks, and online resources, its staff has often reached out beyond the walls of the building to establish relationships with local businesses and nonprofits.

For decades, the library's Youth Services staff has led weekly story-times during the summer months at the local municipal pool. Families take a break from the heat and the water to listen to stories in the shade of tall trees inside the pool compound. In 2015, this concept was expanded by Youth Services Manager Tammy Lee to a program called "Traveling Tales." These weekly story-times, aimed at children ages three and up, are held during the summer in businesses and other special locations all around town. Locations have ranged from the local toy store, a shoe store, the train station waiting room, and a math and reading tutoring business. "Traveling Tales" was created to bring the library and the business community together.

At the first session, each child receives a "Traveling Tales" passport and then gets a sticker at every location they come to—just like having a passport stamped.



*Bernardsville Public Library Youth Services Manager Tammy Lee reads to a crowd at Tons of Toys, located in Olcott Square in Bernardsville.*

that relates to the stories being read, and the business benefits from the traffic of people who might not have known about the store or never thought of going inside. The business owners and managers who participated in the program appreciated the publicity and provided support to the library in the form of summer reading prizes and coupons. It brought new faces to library programs and businesses alike.

"The success of this program highlights the importance of bringing the library out into the community and building partnerships that help support and grow the library," added Lee.

One of the story-times was held at Tons of Toys. Managing Partner Anthony DeSalis said of the program, "Tons of Toys is committed to its community and works with a number of organizations like the Bernardsville Public Library to create a sense of unity within the community's diverse not-for-profit and for-profit organizations. The 'Traveling Tales' program bridges the gaps between my business clientele and the library patrons, and we have found that by extending a hand to each other through unique marketing and programming, we both benefit from meeting new people ... We are so fortunate to have such an active public library in our community in Bernardsville and we love sharing our programs and events with them throughout the year!"

Another initiative, which Bernardsville Library began this summer, is a story-time for seniors who attend the local Somerset County Senior Wellness Center. Bernardsville Library staff member Janice Kildea, who is a member of Actor's Equity, read a short essay by Ann Patchett, "My Road to Hell Was Paved," which describes how Patchett and her future husband embarked on a 1998 RV odyssey of the American West, winding up at Yellowstone. Kildea brought along photos to illustrate the story. The reading was so well received that more are now in the planning stages. One other example of reaching out to the community was

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*Bernardsville resident Denis Dooley prepares to take books to his contact at the Visiting Nurse Association of Somerset Hills.*

"We all know that children love stickers," said Lee, "The passport encourages them to return each week and provides a colorful record of their summer activities. The program had a strong following among patrons and was very popular with the business community. Through word-of-mouth and social media, news of this program spread through the business community such that we added dates to accommodate requests to host story-time, and we have a list of businesses who would like to participate in the future."

Both the library and the business benefit: The story-time is held in a unique setting



# Rerun Tech!

## Reaching into the past to make modern connections

By **Susan Grotyohann**, Reference and Young Adult Services Librarian, Monroe Township Library

When Monroe Township Library held its MakerFest to celebrate NJ Maker Day 2016, I adapted one of my science programs to create a hands-on “experience” table. I called it Jurassic Tech: Extinct Technology, and allowed children to use a manual typewriter, a dial phone and other unfamiliar technologies.

The inspiration for this was a program I presented last summer, called “STEAMing Through Time.” This was a more formal program about how old technologies evolved, and how they form the foundation of our new technologies. I had hoped using the STEAM approach would prompt parents to send their students in grades 5–12, but only about six kids came. That’s actually pretty good for a teen program in our affluent, heavily scheduled, car-dependent community, but it was still a little disappointing. Presenting a narrower version to a steady stream of people seemed like it would be even more fun. I felt I’d found an experience gap begging to be filled!

I loaded my table at MakerFest with cool stuff, turned on my portable record player, and made my own “Please Touch” museum. The kids—and their parents—had a blast. Aside from a few who just wanted to bang on everything, most were very respectful (“this stuff is old!”) and reasonably gentle. For those who were a little older, or really interested, I went through the full spiel about how the View-Master came from the stereopticon, and how the visual compensation the brain makes from two slightly different views of the same thing is still used today for 3-D movies.

I showed them what the underside of a rotary dial looks like, and how the length of the each spin sends a designated pulse to the phone company switchboard. For some of the really serious ones, I even showed them



*The Jurassic Tech table at Monroe PL's NJ Maker Day festival.*

how the “shift” key on the typewriter physically shifts the carriage so the capital letter hits the paper. So many asked where the backspace key was! Parents loved explaining about correction tape and the toil of typing term papers by hand!

Another favorite topic for me was the relation of a music box and a piano roll to old computer punch cards. Both use positive and negative space to send a tune, very much like the on/off, empty/full of punch card code. Naturally, this was mostly for the upper elementary and older students; the little ones were just happy just to crank the music box!

Several parents told me they thought it was a great experience for their children to see and handle things which, while not terribly old, are not easily accessible any more. I’m not

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### ***I felt I’d found an experience gap begging to be filled!***

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sure how many told me they grew up with a View-Master, “but it was red!”

I made a small poster of the ubiquitous internet photo—“Twenty Years Later and All These Fit in Your Pocket”—the guy with the boom box, giant video camera, big laptop and bad hair. A couple of dads cracked up and showed their kids how each function was now in their phones.

Naturally, you’re asking where I got all the stuff to do a program like this. Well, I am the “Queen of Stuff.” Stuff gravitates to me like the dust of ages gathers on Pig-Pen. Plus, my family loves technology. My husband is

an engineer who collects scientific equipment based on first principles. My daughter and son create art from old technology, “old” being “things I remember using.” While I am a little weak on science, I love history, and cut my educational teeth on James Burke’s 1978 PBS series *Connections*. I’ve been fascinated with the way discoveries fuel each other ever since.

The fact that my own kids take apart old machines has prompted me to be more relaxed about what is or is not an “antique” or “valuable.” I tend to buy anything which they might be able to use for art, as long as it is cheap enough for me to be wrong. If they don’t want it, it is mine to share with my students.

Garage sales, thrift stores, flea markets, rummage sales—lots of old technology is out there! Even better are friends and co-workers who are decluttering and would happily save dumpster space by giving you an old phone or a movie camera. Many, many grandparents at the MakerFest told me they still had a typewriter. I think I need a new one after that Saturday—it was stiff to begin with, and is now even more battered. Plus, I couldn’t get the ribbon threaded exactly right—I never could do that well—so I am going thrifting someday soon for a newer model, maybe a baby-blue Smith Corona. Thank goodness for the Internet—at least it’s possible to buy typewriter ribbons again! One of the View-Masters won’t make it to next year’s MakerFest, and the working clockwork I let them handle got its spring sprung, but it was all worth it.

My “a-ha!” moment back in the sum-

*(Continued on page 11)*



Visitors to the Bogota Public Library on New Jersey Makers Day, March 2016.  
[Photo by Richard Kearney]

## Bogota Public Library Director Radwa Ali on “yes,” and other strategies for community engagement

Visiting the Bogota Public Library last March, I encountered an amazing scene: huge, bustling crowds, people of all ages, a flurry of activity, staff passing out buttons, joyous noises from every corner.

In 20 years of visits, I’d never seen so many people within the library’s 3,600 square feet.

The occasion was the NJ Makers Day, but this was only the most impressive example of a major increase in visitors and programs.

The space had changed, and it seemed that new things were showing up every week—a large easel for group work, shelves filled with games, a cart piled with disassembled computers, a vending machine for snacks, even a hydroponic plant tower. The library had also become a Passport Acceptance Facility, one of only two libraries in Bergen County offering this service.

The catalyst for these changes is the library’s director, Radwa Ali.

### Library Beginnings

A native of Egypt, Ali’s family settled in Plainsboro when she was seven and she soon became an avid library user.

“I racked up a lot of fines from heavy library use throughout my childhood,” she said. “I adored my local library growing up. My dad would drop me off there for a couple of hours every Sunday.”

By age 14, Ali began a succession of part-time jobs at Plainsboro PL that continued for several years. Near the



### FACES & PLACES

By **Richard Kearney**  
Electronic Resources Librarian,  
William Paterson University

***In upcoming issues, Richard will be profiling new faces and places in New Jersey libraries. Got a tip? Let us know at [newsletter\\_editor@njlamembers.org](mailto:newsletter_editor@njlamembers.org)***

end of her undergraduate program she decided to pursue a library degree. “Until then it never occurred to me I could become a librarian, even though I’d been working at libraries for years. It was kind of an epiphany and the only job I could think of that made me happy was working at Plainsboro. So, boom, time for a master’s degree!”

After graduating from Rutgers’ library program in 2011, Ali relocated north to start her first full-time job as Technology Librarian at the Johnson Public Library in Hackensack, which was “much bigger than Plainsboro with a whole different set of demographics, customs, management, and work style. I learned the needs of an urban library patron are far, far different from those of a suburban patron.”

Ali thrived and when a director position became available at Bogota PL in late 2014, she applied.

“I was never content to focus solely on what my job description happened to be,” she explained. “It’s not enough to try and deliver the best service in one area of the library without work-

ing on the others. I sought the director’s position because I wanted the opportunity to experiment and touch every area [of the library].”

It was a fortunate case of right time and place because the Bogota Library Board “seemed to be looking for someone with energy and ideas who wanted to make changes and take action.” Ali began work as Director in December 2014, just as the library was beginning the third and final year implementing its first strategic plan.

The plan’s priorities included emphases on network technologies, creating a responsive model of collection development, and strengthening library engagement with children and young adults.

### Getting to Know You

Ali turned first to her staff, most of whom “had been there for years, and they know everybody and everybody knows them.” While all agreed regular users held the pace in high esteem, “it was still very quiet. Save for the regulars, it was not a go-to place. Circulation was down year after year like it is with many libraries. It was not really on the radar of most people in town.”

The staff generated ideas about programming and services that might encourage more library use as Ali got acclimated to the community. With the building “being so small, it was hard not to be out and about on the floor and at the main desk, so I got to know patrons too.”

Bogota occupies an area of less than

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## Tiny But Mighty (Continued from page 8)

one square mile with a population just over 8,000, but it's situated in the densely populated area of southern Bergen County and is quite diverse. Ali describes the population as working class.

"There's not a lot of discretionary income here," she said. "[There are] a lot of ESL learners, a lot of people who've lived in Bogota their whole lives, and people who've recently moved here."

Over a dozen towns in Bergen County have populations smaller than Bogota's, but none have libraries with a smaller operating budget. Bogota receives the minimum legally required funding (one third of a mil), which in 2015 was \$234,351, approximately \$29 per capita. By comparison, the median library operating budget in Bergen County is over \$753,000 and the median budget per capita is over \$70.

But fiscal limitations proved no obstacle to initiating changes. With help from staff and community volunteers, Bogota more than doubled the programs it offered in 2015 to over 1,000, with over half being for children and young adults. As a result, program attendance increased over 40% to over 5,800 for the year.

Program offerings include everything from children's storytime to activities like knitting, Legos, art labs, maker labs, poetry clubs, book clubs, movie nights, ESL sessions, health and food sessions, and even technology help through in-house "geek squad" appointments.

Bringing more people into the library also helped reverse Bogota's decline in circulation in 2015, led by increases in electronic format and children's circulation.

From contacts at the Hun School of Princeton, Ali obtained free shelving units for a space renovation project and converted the "new books and periodicals area to a space for young adults, test and career materials, new juvenile nonfiction, and a program/maker lab area."

Another contact—"a friend of a friend of a friend"—helped secure a used vending machine to the library at no cost. A few bean bag chairs arrived by similar means.

The more open space is conducive to social activity, and that's the intent.



Bogota Youth Services Librarian Tommy Skrnich launches the summer reading program event, June 2016.

"I prefer seeing activity from programs there, and right in the library no matter how loud it is," Ali said. "I love the lively library."

**The Power of Yes**  
Collaborative energy also drives change: "I try to include

as many people as I can in decision making, and I'm proud to say there's no shortage of impromptu ideas and discussion that can benefit the library," she said. "As someone who previously voiced many ideas that were promptly turned down, I make it a point to say yes to nearly everything so long as it's within reason and so long as the person bringing it takes charge of it. I'm also very proud that all of our staff members run and manage their own programming."



Bogota Public Library Director Radwa Ali and Mayor Christopher Kelemen on New Jersey Makers Day, March 2016.

When community volunteers bring ideas, "we've happily added them to the mix. My priority is 'is it interesting?' If yes, and if the staff agrees, it's a go."

Not every idea works, but Ali recognizes that embracing failure must be more than a phrase so staff continue taking risks and trying new things.

"The fact that I've had my share of screw-ups lets staff know they can make mistakes or be wrong without the sky falling down," said Ali. "We make mistakes, learn, and move on."

In one area, however, failure is not an option. "The only sacred cow for me is customer service," said Ali.

Committed to a high-touch service orientation, she seeks to create an environment that invites rather than prohibits, which is especially critical for young people.

"I'm very proud more kids come to the library than ever before and they have fun. They're allowed to make some noise, be themselves, do their thing, and they're not constantly yelled at for being here. I don't have many rules but one of them is absolutely no shushing," she said. "If someone gets too boisterous we ask them gently to tone it down, but we don't repudiate people just because their natural volume is a louder than yours or mine...overall I find that when you respect kids and show them you genuinely care, they'll do the same for you and the library."

In the long run, Ali's goal is to "throw off the image of hushed, obsolete space and get libraries on par with schools as essential components of a community."

Ali, her staff, and Bogota's residents continue to reshape the library, encouraging community members to discard old library stereotypes, embrace a place that invites all users to imagine new possibilities about what a library can be, and act on those ideas. Tiny but mighty, Bogota is helping visitors see—and frequently realize—that ever-expanding potential.

Richard Kearney is Electronic Resources Librarian at William Paterson University in Wayne. He holds an M.L.S. from Rutgers University. His email address is [kearneyr@wpunj.edu](mailto:kearneyr@wpunj.edu).

# PEOPLE & PLACES

## Around the State

### Honors, Awards, and Recognition

**Anthony J. Iannarone**, President of the Board of Trustees of the Nutley Public Library, received the New Jersey Monthly's 2016 Seeds of Hope award.

Union County provided grants to 20 public libraries to broaden and strengthen children's programming: **Berkeley Heights, Clark, Cranford, Elizabeth, Fanwood, Garwood, Hillside, Kenilworth, Linden, Mountain-side, New Providence, Plainfield, Rahway, Roselle, Roselle Park, Scotch Plains, Springfield, Summit, Union, and Westfield.**

**Monroe Township PL** (Middlesex County) was awarded a \$600 Talk Story Grant by the American Indian Library Association and the Asian/Pacific American Librarians Association (APALA) to host cultural programming and build their collection.

**Hudson County Community College Library** received the 2016 ACRL Excellence in Academic Libraries Award.

The following libraries received Adult Literacy & Community Partnership Pilot Grants from the N.J. Department of Labor and Workforce Development: **Camden County Library, Gloucester County Library, Somerset County Library, Maplewood Memorial Library, Kearny Public Library, Sparta Public Library, Elizabeth Public Library, Montclair Public Library, Paterson Free Public Library, Newark Public Library, and Passaic Public Library.**

### Appointments and Elections

**Karyn Gost**, formerly of Roseland PL, was named Director of Lodi Memorial Library.

**David Marks**, formerly of Haworth Public Library, is the new dean of the Library at Bergen Community College.

**Margaret Nizolek** was named Chief Deputy State Librarian and Director of the State Library Information Center (SLIC) at the NJ State Library. She previously served as Associate Director of SLIC and Head of Reference Service.

**Mauro Magarelli** is the new director of the Mt. Olive PL.

**Erin Brown** is the new director of the Avalon PL.

**Mary Mallery** was named associate dean of the library and the executive director of academic information technology at Brooklyn College. She previously worked at Montclair State University.

**Monica Eppinger** is the new director at Woodbridge PL. She was previously assistant director at Elizabeth PL.

**Thomas Vranesich**, a library media specialist at Frank-

lin Avenue Middle School, was among 42 K-12 educators nationwide selected for Fulbright teaching grants.

**Dan Lane**, formerly of Tenaflly PL, has been named Digital Initiatives Librarian at BCCLS.

**Yumi Choi** is the new Senior Cataloging Librarian at BCCLS. She was previously at the New York Botanical Garden's LuEsther T. Mertz Library.

### Resignations/Retirements

**Norman Gluckman** retired as director of the Avalon PL.

**Adele Barree** retired as technical services manager of Somerset County Library System (SCLS).

**Laura Mellor** retired as head of youth services at the Hillsborough Branch of SCLS.

**Susan Kelpin** retired as youth services librarian at Cresskill PL.

**Isaac Annan** and **Sunil Mehta**, both retired as principal librarians at the Johnson PL in Hackensack this summer.

**Andrea Cahoon**, retired as director of Ringwood PL in June.

### Deaths

**Mary Joyce Doyle**, former NJLA President (1978—1979) and former director of the Bergenfield Free PL and Information Center, died June 28, 2016.

**Lois Greene**, former director of Deptford Township's James H. Johnson Memorial Library, passed away on August 18, 2016.

### Celebrations

**Franklin Township Library** (Franklinville) celebrates its 50th anniversary this year.

**Compiled by Mary M. Astarita, Reference Librarian, Mercer County Library System; and Gretchen Kaser, director of Worth-Pinkham Memorial Library in Ho-Ho-Kus.**

*If you would like to see a staff member or library highlighted in this newsletter, please submit your request to [newsletter\\_editor@njlamembers.org](mailto:newsletter_editor@njlamembers.org).*

**Correction:** In the Summer 2016 NJLANewsletter, **Colleen Dazé's** name was spelled incorrectly in her retirement notice from the NJ State Library. The Newsletter regrets the error.



### Message from the President (Continued from page 2)

the NJ Legislature, the Construction Bond Act (A222/S2171), Increased Library State Aid (A2227/S430), and Voter Approved Increased Library Millage Rates (A1427). The Public Policy Committee is developing its complete Legislative and Budget Priorities for the next fiscal year in preparation for 2017 legislative visits.

Please make sure you make use of the ballot box and vote, both in November and in NJLA for our special election to fill a member-at-large seat on the Executive Board. Special election ballot emails have been sent out, and I thank to the three candidates for their willingness to serve the organization and their fellow members.

I encourage everyone, at some point in their library career, to take advantage of these leadership opportunities within NJLA. I have found my service to be most rewarding and a terrific experience for professional and personal growth. Thank you for the privilege!

**Chris Carbone**

### Rerun Tech! (Continued from page 7)

mer STEAMing program was a high school student unrolling an old filmstrip and saying "I know what that is! That's FILM!" as if he had opened King Tut's tomb. At the MakerFest, it came afterwards, when I finally realized why the kids kept asking if they could make a real call on the dial phone. I kept telling them that nothing would work because it wasn't plugged in, and trying to explain about the wires going from the exposed circuit box to the phone company's line. But many would not risk dialing for fear they'd actually reach a mysterious stranger. I didn't fully understand how alien the concept of a landline was to them. And when I was asking if they ever heard a clock tick—holding it to their ear and watching their eyes get big and round—maybe I should have been asking "have you ever seen a watch?" At least the older ones still know how to read an analog clock.

My hope is that Monroe may someday produce a great scientist—a student who is fully at home in our cutting-edge Maker Space, but also understands the physics behind pounding the keys of a manual typewriter.

*Susan Grotyohann is Reference and Young Adult Services Librarian at the Monroe Township Library in Monroe Township, Middlesex County. She holds an M.L.S. from Rutgers University. She has worked with Monroe's teens for over ten years, and comes from a family of artists. Her email address is sgrot@monroetwplibrary.org.*

### Public Services, New Patrons (Continued from page 4)

advantageous to take on stamps in order to increase the number of people coming through your doors. See more about this program at [www.uspsstampstogo.com/cashier-checkout.html](http://www.uspsstampstogo.com/cashier-checkout.html).

Stamps, passports, and notaries are all civic services which the library can deliver, if you see the need. Don't forget to survey the competition first—but don't fail to take the opportunity to bring in a regular procession of new customers, either.

**W. Keith McCoy**

### Popping Up at the Station (Continued from page 1)

recreation department office is located in the train station, the library was given space to store supplies and carts for the summer. We also borrowed the folding tables and chairs housed at the train station.

We wanted to make sure we got the word out, so we heavily promoted the pop-up about six weeks before it was due to start. I designed a poster using Canva with the tagline, "Grab your stuff before you grab the train." An outdoor sign was printed and hung by the Department of Public Works at the main drop-off location at the train station. In addition, we made several posts on our Facebook page which were flooded with positive feedback and comments. We sent emails through the library's and borough's email listservs, too.

When the big day finally came, we took all of our supplies to the train station on Thursday afternoon. We brought tablecloths, flyers and bookmarks, registration cards, a barcode scanner, hotspot, laptop, book stands, water, electrical cords, baskets, and signs. We brought two carts with us and packed the collection in bins. We left most of the supplies there and each week we packed our cars with books and DVDs and picked up the fruit from the supermarket.

It was decided we would meet at the train station at 6 a.m. We set up in the courtyard in front of the train station. If it rained (which happened twice) we sat under the overhang of the train station. The commuters were pleasantly surprised seeing us there and thankful for the fruit. Each week we circulated about 25–30 items, signed up several library cards, renewed cards and material, and gave out all of the fruit.

People were very appreciative of the service and, for me, the overall positive PR and outreach was the greatest outcome. The feedback was positive: "Thank you for doing this." "This is what makes living in Glen Ridge so great." "You've made my Friday morning."

What we did learn was that people are very pressed for time when they're catching the train. It may seem counterintuitive, but less is more. We quickly realized that bringing a large selection of material is overwhelming and people do not have time to browse. We also discovered that the fruit was the most popular part! Even if people do not have time to borrow or stop by, handing them fruit left a positive impression.

As a test, it proved to be an appreciated service that made the effort and early mornings worth it. Even though limited, we were able to reach and provide service to our commuters. Thanks to this success, we plan to make this an annual summer service, with hopes of sporadically popping up at times during the rest of the year and at various locations, too.

*Jennifer Breuer is Director at Glen Ridge Public Library. She holds an M.L.S. from Rutgers University. Jen and her staff strive to make the library the center of the community and part of every resident's life. Her email address is jbreuer@gleridgelibrary.org.*

conceived by a Bernardsville resident with a big heart. As a longtime member of the Friends of the Bernardsville Library and the father of a daughter who has worked at the Visiting Nurse Association (VNA) of Somerset Hills for over 15 years, Denis Dooley saw synergy between the services offered by Bernardsville Library and the VNA.

"[Patients] in hospice care at home who are unable to use the services offered by the library were of high interest to me," he said, "and I began to look for ways in which services offered by the library could help them."

Dooley worked with Readers' Services Manager Pat Kennedy-Grant to develop a program to provide the VNA with books for hospice families. Every three months, approximately 20 books donated to the library are sent to the VNA and are distributed by hospice volunteers to the people they care for. Particular emphasis will be on books with many colorful pictures, and Dooley handles delivery. The hospice volunteers can read the books

to their patients on their regular visits and will leave them at the homes for their enjoyment.

Dooley said of the project, "We just want to bring the library to people who can't get there themselves."

Bernardsville Library's Executive Director Alexandria Arnold wholeheartedly encourages these efforts to think beyond the box.

"Anytime we can connect Bernardsville Library and our community, it's a win-win for everyone," she says. "The value of public libraries does indeed extend beyond the building walls, and attracting new users with outreach has to be part of our business model."

*Madelyn English is the Adult Program Manager, Publicity Manager, and Business Manager at Bernardsville Public Library. She holds an M.A. in Art History from New York University and an M.B.A. from Fordham University in NY. Her email address is [menglish@bernardsvillelibrary.org](mailto:menglish@bernardsvillelibrary.org).*

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## Write for the next issue of the *NJLA NEWSletter*

### Winter 2016 - Building Blocks

Construction, renovations, a fresh coat of paint—how are you managing your space to serve patrons?

**Submit your proposal by October 1.**  
Members: To contribute, email  
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