

NEWSletter

No Competition

Teaming up
with a local
bookstore to
encourage
readers

By **Morgan A. Taylor**, Head of
Adult Services, Louis Bay 2nd
Library and Community Center

I first walked into the children's bookstore in Glen Rock two years ago. The Curious Reader is a vibrant little shop bursting with titles for every type of reader. My purpose at the time was to request a meeting to discuss collaboration opportunities, but I was nervous about approaching the manager. In my mind, bookstores and libraries were in competition. It was a happy surprise for both of us that the store manager, Chris Lutz, was planning to visit us at the library that very week to ask for a meeting. While primary objectives may vary for libraries and small businesses, providing support for the community is an important factor for both.

Starting Small

We opted to start small, so Chris and I created a book club for sixth to eighth graders. Originally, it had been aimed at sixth to twelfth graders, but when no high schoolers showed interest, we scaled back and selected books we thought would suit the taste of our target audience.

Chris and I are both hip, young people, so we sought



Chris Lutz (left) of the Curious Reader bookshop with librarian Morgan Taylor

a twist to separate ourselves from other book clubs. Our group was named "Mashed Up," to reflect our collaboration and because we decided to have our club members make music playlists inspired by the books. To keep hands busy, I developed simple craft activities and to keep mouths busy while others were talking, Chris provided snacks. Sometimes the snacks were themed to the book, but eventually candy became our primary victuals.

Why a Book Club?

This project felt low risk. For readers advisory purposes, Chris and I were both already reading books suitable for this age group. It was a small one-hour time commitment to execute the book club itself. For me, running a book club is not about increasing our circulation numbers. It

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Summer 2018 Civic Engagement

ALA says public libraries are the place to bring communities together to solve local problems big and small. What do you think? Are you working with partners to help connect your communities, holding voter drives, or community resource fairs? How does community engagement look to you and your library? Share your thoughts by writing for the newsletter.

Submit a brief, one-paragraph proposal by May 18.

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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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Have Something to Say?

Speak freely—send a letter to the editors at
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Submissions may be edited for length and clarity.



Letter from the Executive Director

It's Still All About Reading

Books, reading, and librarians—all of these go together to form the foundation of library service. As that famous librarian S. R. Ranganathan said, “Every book its reader and every reader its book.” Most of us were drawn to the profession because we inherently love books and reading; I think it is built into our DNA. But we also know, contrary to what we sometimes hear, that we don’t spend our work-day passively lying around reading (as pleasant a thought as that is).

Librarians are, in fact, reading activists. We are continually looking for ways to connect readers to books in our communities, no matter what age they are. For us, a love of reading should (rather, must) begin at a very early age. Every library I know has a very active program for babies and toddlers. These are structured educational activities designed to entice the very young to love books and to demonstrate to their caregivers effective ways to share the love of reading together. Many libraries have officially engaged in the popular “1,000 Books Before Kindergarten” initiative, designed to encourage the reading habit before a child starts school.

Summer reading programs are essential for every library to help kids maintain reading skills during the summer and escape the summer slide. NJLA and NJSL have been sponsoring a statewide summer reading program for almost 20 years, and last year almost 2 million books were read statewide as a part of that program. Many libraries have also developed summer reading programs for adults. These have all proven to be successful.

Book clubs abound in our libraries. Either by sponsoring groups or just providing books for these clubs, libraries bring people together to share a love of books. Author programs—particularly local authors—are popular community events.

Librarians are always on the lookout for tools to connect our readers with the books they want. Services such as GoodReads can help people choose what to read next, and we develop booklists and other finding aids. However online services cannot compete with an excellent readers’ advisory librarian who keeps current on trends and knows how to help a patron find just the right book at the right time.

I think Ranganathan would be extremely pleased if he visited a modern library. Books remain our core service, but the ways in which they are delivered to our patrons have changed. What would he think of ebooks, audiobooks, or streaming content available on our phones? I believe he would be very pleased—because even with all this technology, we have held firm to his tenant of every book and every reader.

As people still love books (in whatever format), they will look to their local library. I think we could slightly update Ranganathan’s theory to say, “Every reader will find their book at their local library.”

Wishing you all terrific summer reading programs in 2018.

Patricia Tumulty

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RA ROUNDTABLE REVIEW

As we move closer to the 2018 NJLA conference, the Readers' Advisory Roundtable (RART) has been working tirelessly to provide the membership with a diverse and relevant set of resources.

Genre Studies

In conjunction with Read Across America, the roundtable created a list of diverse reads for children of all ages. Those interested can find this bibliography on the Readers' Advisory Roundtable page of the NJLA member website (www.njlamembers.org). We are also working on a genre study in mental health literature that will

be shared with the membership at this year's conference. We are creating an extensive bibliography that highlights works of fiction and memoirs that address mental health issues and concerns. Our hope

In upcoming issues, we will be profiling the sections and committees that make up NJLA. Who's next? Let us know at newsletter_editor@njlamembers.org.

is that every year the roundtable members will elect a new genre to focus on in an effort to provide valuable resources to the membership.

Conference Happenings

RART is very excited about the programs we have developed to share with you all at the conference. We will be kicking off with our annual "Best Graphic Novels of 2017" on Thursday morning at 9 a.m. Friday is a busy day for us, with five of our sessions running throughout the day. At 9 a.m. we are sponsoring "Get Your MD in RA: Market and Display for Optimal Readers Advisory." In this session, you will learn the best techniques for creating visually stunning and effective book displays. Also at 9 a.m., we will be hosting "Engaging Books for Struggling Teen Readers and Adult Learners," with NJSL's Sharon Rawlins and Melissa Nemitz of the Mercer County Library System discussing ways to engage struggling readers and specific titles that are sure to be checked out and enjoyed.

This year, RART is trying something new and hosting a book club brown bag lunch. We are encouraging attendees to read *This Book is Overdue* by Marilyn Johnson and then join us on Friday from 12:30–2:00 p.m. for lunch and discussion. Following the book club, RART is sponsoring "Media Advisory for the 'Cool' Librarian." Here at Readers' Advisory we strive to provide membership with resources and information that go beyond the traditional call of readers' advisory. This session will address how to provide multimedia advisory, from music and movies to videogames. Our last session will be "Inclusive Book Clubbing: How to Invite and Run a Book Club for Developmentally Challenged Patrons," starting at 3:40 p.m. Join us for a discussion on creating a positive environment for a demographic that is so often underserved.

As the chair of this wonderful group, I am very proud of the work that our membership has done to put together a strong and vibrant set of sessions for the NJLA membership at this year's conference. We hope to see many of your faces there and are looking forward to some lively discussions.

Beyond our programs at the conference, we also have a great deal to offer at our table. This year we will be hosting a book swap and button exchange. Anyone can bring books and ARCs they'd like to pass on and take the opportunity to pick up something new. Attendees can also bring buttons that they'd like to exchange and look for new ones to add to their personal or library collections. If you have nothing to swap or exchange, we would still love to see you at the table—we will have bibliographies to share and friendly faces to chat with.

After the conference, keep an eye open for the Readers' Advisory Roundtable Instagram account. We will be sharing book reviews and multimedia displays that our membership create throughout the year. Join the listserv to learn about upcoming meetings and how you can get involved.

Maryjean Bakaletz
Chair, Readers' Advisory Roundtable



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Wednesday, May 30

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Attendees who attend two sessions
will receive a free boxed lunch.

10 AM - 1 PM

- Practical Skills for Homeless, Addicted & Mentally Ill Patrons
- Building a Future for New Jersey Librarians

2 PM - 5 PM

- Maximizing Communication in the Library Workplace
- Social Justice & Children's Rights in the Library
- Library Instruction Palooza



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"Can You Recommend...?"

Monroe PL's RA Team tries new approaches to a common question

By **Leah Wagner**, Assistant Director, Monroe Township Library

Do you have any books like Dan Brown's Inferno? I like books by Anita Shreve; are there other authors who write like her? What good novels have you read lately?

These are daily questions at the Monroe Township Library, and I'm sure you hear these questions, too. In an effort to provide better readers' advisory service to a population of enthusiastic readers, the Readers Advisory Team (RA Team) was created in 2012. The team's goal is to introduce patrons to new authors, new titles, and new genres, and a chance to read outside of their comfort zone.

This committee of eight library employees crosses departmental lines, and each member is an avid reader with varied reading interests. Monthly meetings are held to plan events and displays promoting old and new titles to our patrons. When the work is done, the group sits back for the highlight of the meeting, when each person presents the book(s) he or she has recently read. Every member has tried a new author or title recommended at a previous session that broadens our own scope of reading.

Over the years, the RA Team has planned several events; some have become staff favorites. For example, all agreed that the "Book Faces" contest was one of our best. Book faces are created by selecting a book cover featuring a face and then matching it as best you can with an actual person's face. We asked the public to create a book face, which was then displayed in the library for a month and judged by library patrons. The staff also participated in this event to stimulate interest and had a fantastic time creating their "Book Faces." The entries were posted on Facebook and displayed in the library—a fun and simple idea!

For several years, our library has done a "Blind Date with a Book" during February. Each book was wrapped in brown paper, decorated for Valentine's Day, and placed on a display. When a patron selected their unknown title, they were asked to read the book and submit a score card reviewing the title. While this was discontinued after a few years, the RA Team still wanted to have some tie-in for Valentine's Day. A suggestion was to give valentines to all our patrons, but we agreed that would be too big of an undertaking. We selected a smaller section of our patron population instead. Our library provides robust homebound service and that surprising these patrons with valentines would be an excellent idea. The RA Team provided "Kids for Kids," a group of school-aged volunteers, with

paper hearts to create unique valentines. These were placed in the books delivered to the homebound patrons during February. It truly brightened their day! Additional valentines were made and placed in reserved titles for pick-up, and the recipients were all pleasantly surprised.

There are dozens of book clubs in Monroe Township. Our community book clubs rely on the library to supply them multiple copies of titles, which is often a challenge. To help address this request, the RA Team designed a quarterly book club newsletter that is sent to the groups' members; the newsletter highlights a genre. A recent edition includes "Using Memoirs For Your Book Discussion Group" followed by suggested memoir titles. Also, we invite our community

book clubs to an annual event at which members of our RA Team present title suggestions for possible group discussions. Then, we open the meeting to the book club members to share any concerns or issues, as well as titles and authors they enjoy. Patrons and staff alike do a lot of note taking!

Some of our other engagement efforts include:

- **A monthly short-story discussion group at the library**
- **Author visits** Naomi Eve, author of *Henna House*, discussed her writing. After the presentation there was a

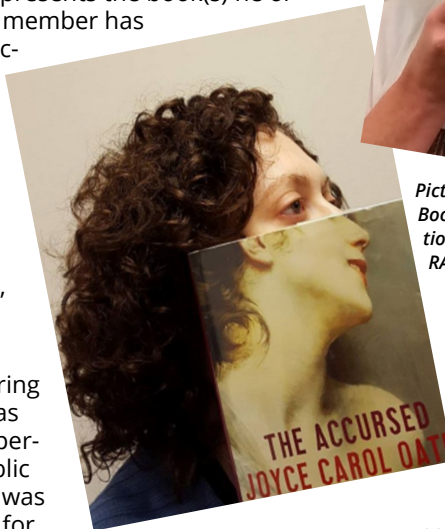
demonstration on applying henna.

- **Staff picks** A weekly staff book pick is posted on the library's Facebook page.
- **Quarterly book challenges** The RA Team selects a subject or genre to be highlighted. After a reader has completed a book, they are entered into a raffle for a prize.
- **Best book of the year** In December, we ask patrons to nominate the best book that they read that year. The winner is announced in January and put in a display with an award ribbon along with all nominees. Copies of the jacket covers are on display behind the Welcome Desk.
- **"What I Am Reading" pins** - Each staff member has been given a pin on which to write the book that they are currently

(Continued on page 10)



*Pictured:
Book Face sugges-
tions from Monroe PL
RA Team staff*



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Paramus PL's Matthew Mitchell with a copy of Easy English News, one of his favorite ESL learning tools

The Art of Language

A conversation with Paramus PL's Matthew Mitchell on building effective ESL programs in libraries

With its cultural diversity, New Jersey offers special opportunities and challenges for community-centered libraries. As libraries have adapted to change, they have been working to engage immigrant populations in their towns with helpful materials and services.

Heavily populated Bergen County offers a good illustration of recent trends. Census data indicates that, since 2000, the foreign-born population has increased from 25 to 30 percent of Bergen's total population, while during the same period individuals reporting they speak English less than "very well" also increased slightly from 13.8 to 14.4 percent. Approximately 75 percent of the foreign-born population in Bergen are from Asian or Latin American nations.

Immigrant families are avid public library users. According to Matthew Mitchell, who has been coordinating the English as a Second Language instruction program at the Paramus PL for 12 years, foreign language speaking families who move to town "first go to the school to register their kids, and the second thing they do is come to the library for a card. Apparently, in Korea and Japan, there are Paramus PL fan pages, and so even before they move here people know about us and what we do."

Matthew, a self-described "accidental librarian," followed an interesting career path on his way to Paramus. After earn-



In upcoming issues, Richard will be profiling the faces and places in New Jersey libraries. Got a tip? Let us know at newsletter_editor@njlamembers.org.

employment office for a job. Because he had taken an introductory computer science course, Berklee's library offered him a job in a retrospective holdings conversion project.

Intrigued by library work, Matthew went on to earn an M.L.S. while the Berklee library underwent a major renovation. When the new library reopened, staff expected it "to be flooded with students and strangely enough that just didn't happen." Instead, Matthew observed that students, including many international students, congregated outside the building. With support from his supervisor Mitchell had an idea to get students into the library: he went outside and offered jobs to students from each group.

ing a bachelor's degree at Rutgers, he enrolled at the prestigious Berklee College of Music in Boston and went to the student

"I started hiring people from different countries, and my boss said, 'Well, this guy barely speaks any English,' and I said I know that, but I want him here so he can talk to the other Korean students when they come in. We very quickly went from having very few students in the library to having it standing room only for most of the time we were open, and we saw our usage increase every year for the seven years I was there. So that was the first clue I got about this notion of diversity and how embracing it could be very good policy for the library."

At Berklee, Matthew met his future wife, who is Korean, and after the 2001 terrorist attacks in the U.S., they decided to relocate to Korea for a few years. While there, Matthew began teaching English as a Second Language (ESL), initially to children in a "cram school," and then at Sookmyung Women's University. The experience proved enlightening. "I was able to spend a lot of time getting to understand how people learned English as a second language, seeing the commonality of the mistakes people made, and coming up with some very simple solutions." Matthew developed considerable empathy for his students, as he was also learning Korean as a second language while navigating everyday life. "I spoke enough Korean to get along and to get things done, but every once in a while when I thought I was saying the right thing, unpredictable or unusual things would happen and it was very stressful."

In 2003, Matthew and his family returned to the United States and he began looking for a library job in New Jersey. Former Bergen County Cooperative Library System (BCCLS) Executive Director Robert White offered him a job developing library services and collections for the rapidly growing Asian population in the county, particularly in Paramus, Palisades Park, and Fort Lee.

(Continued on page 7)

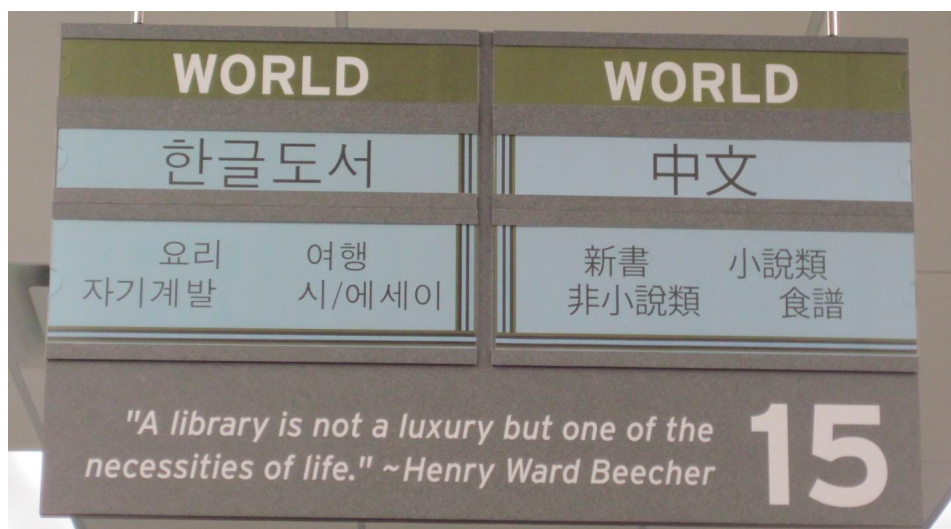
The job focused primarily on providing BCCLS member libraries with Korean publications through a subscription service, although BCCLS also obtained state grant funding to launch an ESL instruction program in partnership with Bergen Community College. The community college provided instructors who offered classes at some BCCLS libraries. Matthew found the model promising, "but when the funding ran out, the program ran out."

After a few years with BCCLS, Matthew was offered a job at Paramus PL to build and manage its growing collection of foreign language materials and to launch a more robust ESL program. Surveys he had conducted while at BCCLS indicated the majority of libraries offering ESL used a long-established model of one-on-one tutoring with volunteers trained by Literacy Volunteers of America (LVA) or a similar organization. Matthew, however, admits he is "not a fan" of the LVA approach.

"I have personal experience with teaching ESL, and it's hard to do. I've worked with numerous ESL instructors, many of whom have spent their entire careers teaching ESL, and it is a very difficult skill set to develop. The notion of turning the job of teaching somebody to speak a language they need to survive in a country that they are living in to people who might not have that skill set, to volunteers, always struck me as being short sighted. Having been in that situation, and knowing how important it is to be able to communicate and how much trouble you can get in when you don't know the right thing to say, I wanted to try something different."



A sample of the foreign language materials available at the Paramus Public Library



Sign in the stacks in English, Korean, and Chinese to identify foreign language materials

The issue of resource allocation was also key. "If you have a volunteer tutoring program and you're working with some number of tutors, you need to have a staff member administering that, so that's a salary right there. The question is do you allocate that money to a staff salary, or do you take that money and go out and hire a professional teacher and run a classroom?"

"Our program in Paramus basically consists of professional teachers, all of whom have been teaching anywhere from five to 40 years. If the teacher wants to use a textbook in the class, we provide a copy of the textbook to each student. Of course that all costs money, but in our opinion, this is sort of the crux of what the library does. Any programming in the library costs money, and we always go back to the original public libraries, which were designed to educate the people. So this has been a mission statement from day one, and ESL is a core function."

The teachers are also essentially self-managing, which results in minimal administrative demands on library staff. The most demanding administrative task is scheduling all of this activity in the single meeting room the library uses as its classroom.

The library also invests in some additional ESL materials, but Matthew is highly selective about these, as he finds many to be of low quality. One of his favorites, however, is *Elizabeth Claire's Easy English News*, a monthly newspaper he orders in bulk because of its versatility. It can be used as a classroom tool, for one-on-one tutoring, or for self-teaching.

During the 12 years Matthew has been at Paramus, the program has been successful, and demand is growing. "The library board, the mayor, and the town council are very supportive of these programs," and communications with the school district are also excellent. "The Paramus Community School ... realized that since we offer foreign collections in the languages to serve a population that makes heavy use of the library and who also see flyers here that promote our ESL program, it makes more sense to offer it [ESL] here rather than reinventing the wheel and having the Community School try to make inroads into this population."

The Paramus program currently runs about 10 or 11 classes per week during the school year, in eight-week increments, and then runs a smaller-scale program during the summer when many families are away visiting relatives. Matthew and his teachers agree that 12 to 15 adult students per class is optimal.

In addition to the Korean, Japanese, and Chinese language materials it currently acquires, the library is considering adding Persian/Farsi materials, because a large number of Iranian families have been requesting them. For Matthew, this is just the latest development in an ongoing story of demographic change, and the library remains committed to embracing diversity as good policy.

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helps with programming numbers, and more importantly, allows staff to build rapport and trust with patrons. This goal was shared by The Curious Reader. We both find that when participants have fun, they are more likely to return for events and visit our respective locations.

Evolution

The inaugural Mashed Up Book Club meeting was in October 2016. Our first title for discussion was *Ghosts* by Raina Telgemeier, selected because it was a new release by an author our target age group already loved. We also agreed that a graphic novel would be a low-pressure way to get participants interested.

The meetings alternated locations between the bookstore and the library from month to month. Members were invited to purchase books at the store or borrow copies that were available at the library, and we rotated through graphic novels and traditional novels. Our members were a core group of five middle schoolers, and each month, a few more or less would join us. Sometimes we would share our activities on Instagram or Twitter and tag the author of the book we were discussing. The middle schoolers loved the encouraging author interactions.

Participation started to wane after the first school year, so Chris and I tried a new tactic to recruit members. Readers were going to try out advanced copies of different middle grade and YA books, write a review, and book talk for other club members. Unfortunately, we were unsuccessful in grabbing interest with this idea. If I had not accepted a position at a new library, Chris and I would have discussed alternate options for future collaboration.

Lessons Learned

Prepare to be flexible. Experimentation was a big part of this process. We varied marketing channels, target age, times for the club, styles of discussion, and snack options while we searched for what worked best.

Social media was our friend. We linked online registration to Facebook so parents could see what was going on and shared the link in the town's Facebook groups. We used Instagram and Twitter to interact with authors, which was fun for us and the participants.

It is okay to fail. Our book club ran smoothly for a while, but when it stopped working, we revamped the idea and tried again. Even though our final iteration did not work out, we established a relationship that adds value to the community, and we can provide helpful resources to each other.

Future Implications

In collaboration, the most important factor is developing a positive connection. You can start small with a book club (for any age group) and work your way up to bigger projects. Libraries often have a built-in group of supporters and stronger reach among the community. Bookstores have direct access to publishers and authors, and might be able to bring them into the community for events.

If your minds are open, opportunities are limitless.

Morgan Taylor is the head of adult services at Louis Bay 2nd Library and Community Center in Hawthorne. Most recently, she was the Teen and Technology Librarian at Glen Rock Public Library. Morgan holds an M.L.S. from Clarion University in Pennsylvania. She currently serves on the NJLA Honors and Awards and NJ Makers Day Marketing Committees, is a co-chair of the BCCLS Technology Committee, and was an NJLA Emerging Leader in 2017. Her email address is morgan.taylor@hawthorne.bccls.org.

***... when participants have fun,
they are more likely to return for
events and visit our respective
locations.***



Planting Community Roots

Using local connections to co-market your library's collection

By **Stacy Brody**, M.I. candidate, and **Rachael Yost Scalise**, Branch Manager at Monmouth County Library–Ocean Township Branch

Libraries compete for the limited time and attention of community residents. Rachael Yost Scalise, branch manager of the Monmouth County Library–Ocean Township Branch, co-markets to increase community engagement. She builds partnerships to broaden the library's audience, strengthen marketing efforts, and increase program participation. By working with other organizations, she stretches the community's view of the library.

What Is Co-marketing?

It may be something you do already, but once you put a name to it, you'll co-market more often and more effectively. SproutSocial, a social media service, defines co-marketing as "calling in reinforcements and working together to help expose both brands to new audiences" (<https://sproutsocial.com/insights/co-marketing/>). Co-marketing can help get the word out about library programs, resources, and services.

Benefits of Sharing

Co-marketing does not save time; relationships take coordination and work. "Partnerships take patience to foster, but the end result is worth the time and effort," says Rachael. "Benefits, to name a few, have been increased visibility in the community, increased awareness of library services, and connections to key community players and services!"

By partnering with other organizations, the Monmouth County Library–Ocean Township Branch attracts a larger audience and broadens the community's view of what the library is, can, and should be. In collaborations, the library is mindful of its mission. It connects with, and encourages connections within, the entire community. Beyond a place to borrow books, the library becomes a community resource.

Co-marketing Examples

The Monmouth County Library–Ocean Township Branch works with the township's Environmental Commission, Shade Tree Commission, and

other groups on the annual GreenFest, an event for community members to learn about environmental issues. In 2017, GreenFest celebrated its seventh anniversary and brought out over 700 guests, who learned more about what the library does.

Additional programs, including lectures, panel discussions, and children's events, have grown out of the sustained GreenFest partnership. The library is even a depository for the Environmental Commission. Long-term engagement creates opportunities to share resources and expertise.

The library partners with township schools for Youth Art Month, visits to the library, Poem in Your Pocket Day, back-to-school night, and a library card sign-up drive. Some events, such as the Youth Art Month gallery, are hosted by the library, and the library attends off-site events.

The library worked with the Ocean Township Police Department to present "Coffee with a Cop." Tied in with storytime, the event was supported by contributions from the Friends group and a Wegmans community grant. Each new event builds on established programs, so

Partnerships take patience to foster, but the end result is worth the time and effort.

the library and police gained visibility with different audiences. The library demonstrates its role as a safe space for community-building,

as complementary to traditional roles, such as children's programming. Working with township partners, the library gains the attention of partners' audiences—as well as local reporters and media outlets.

Co-marketing partnerships present opportunities for innovation. Rachael

How You Can Use Co-Marketing

Identify the goals and resources the library brings to partnerships. "Understand what the library can offer the partnering organization, what the organization can offer the library, and how those two things blend for a partnership that is of mutual interest and benefits the community," says Rachael. She ties partnerships to traditional offerings, including book displays, readers' advisory, and reference. Overall, the library must identify and remain mindful of its goals for the partnership.

Reach out to other organizations.

They are often receptive. Rachael says, "There was little convincing needed... with Art Month, Poem in Your Pocket Day, school visits, and GreenFest, the partners approached the library. The library jumped on board because the goals of these events lined up with those of the library... it was more about how we could better our involvement to make the partnership that much more for all involved."

Cultivate internal support and empower staff. As Rachael points out, "Staff must have a vested interest in the success of the partnership ... I could not have completed any of this without the library staff and Friends group!"

Need help identifying a potential partner? Attend a local meeting, read the local newspaper, or review this list of potential partners from TechSoup (see www.techsoupforlibraries.org/?q=cookbook-3/communication-and-partnerships/tools/compatible-library-partners-chart).

Need some more guidance on co-marketing? The HubSpot blog offers businesses advice for marketing, particularly online. Their article details what co-marketing is and how to start a relationship (<https://blog.hubspot.com/blog/tabid/6307/bid/34188/what-in-the-heck-is-co-marketing.aspx>).

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People & Places Around the State

Honors, Awards, and Recognition

Karen Parry, head of information services at East Brunswick PL, and **Jeanne Marie Ryan**, director of Roselle PL, were named 2018 "Movers & Shakers" by *Library Journal* magazine.

Two New Jersey librarians were elected to the ALA Council: **Mimi Lee** from the NJ State Library and **Melody Scagnelli-Townley**, a school media specialist in the Mahwah School District.

Appointments and Elections

Christopher "Chris" Korenowsky is the new public services director of Somerset County Library System.



Christopher Korenowsky

"Can You Recommend...?"

(Continued from page 5)

reading. Many wear them pinned to a lanyard.

The RA Team always strives to discover new and different ways to introduce authors and titles to readers. Some of the ideas become a big hit and part of our yearly planning; others fizzle out. Our ability to freely suggest and attempt new ideas makes the team dynamic and more fun for everyone involved.

The biggest benefit of this initiative is the depth of knowledge and awareness that the RA Team can bring to our readers, from trending new authors and titles to lesser-known gems. Having staff members from several departments strengthens our ability to connect with more readers and empowers our staff to take a more active role in the experience we provide to our patrons.

The Monroe Township PL's Readers Advisory Team is comprised of Leah Wagner, Karen Klapperstuck, Donna Roger, Monica Teixeira, Irene Goldberg, Barbara Hughes, Jean Aniano, and Danielle Matarangelo.

James Keebler was announced as the director of the Hunterdon County Library system. He was previously the director of Piscataway PL.

Melissa Lena was named Program Manager at VALE. She was previously NJLA's office manager.



Melissa Lena

Celebrations

South Brunswick PL is celebrating its 50th anniversary this year.

Resignations/Retirements

Karen Choie retired from the Bernards Township Library in January.

Planting Community Roots

(Continued from page 9)

identifies staff's strengths and interests and seeks their involvement. Partnerships take work, particularly when the library hosts the event. By empowering team members to use their strengths and pursue their interests, that work becomes an opportunity for creativity!

You can build as many relationships as there are potential partners. Before saying yes to every collaboration, identify what the library seeks to achieve and what it offers. With these points in mind, the library can effectively build community partnerships that work for everyone.

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