Signs of the Times

Developing patron-centered signage at Paramus PL

By Donna Perkosky, Public Relations and Adult Programming Coordinator, Paramus Public Library

I recently got “lost” in a neighboring town due to a road construction detour.

Let me clarify that.

I got lost because of the multiple detours that were within that one detour. Why the confusion? There was a combination of too many, not enough, and missing arrow signs. Signs are purveyors of information or direction. Trends in current society are either at one extreme to the other; there is either an overabundance or a lack of appropriate signs. The overabundance of signs creates visual distraction, whereas a lack of signs creates a perplexing environment. But nothing is worse than a sign that makes no sense whatever.

With this in mind, imagine visiting a building of any kind and not knowing where you need to go or what is expected of you because you cannot find or understand the signs. The same is true for visitors at the library, where we have both permanent collection and directional signs, supplemented with laminated policy signs.

Paramus Public Library, like most other libraries, had stack-end signage—but that all changed in 2010. The library’s new building project was suspended due to a defeated 2007 referendum and the staff was focused on how to continue using the existing layout and furnishings until a new solution was found. The interior was outdated; library services had been transformed by computers and the Internet; and our collections—what we offered and how they were shelved—had drastically changed since the last major expansion in 1989. The previous stack-end signs were no longer correct and the double-sided tape had given up all hope of holding on any surface. So, we began exploring temporary signage options with two criteria—inexpensive and patron-friendly.

We looked around for ideas that would better direct and “sell” our products. As Paramus is the top-selling retail zip code in the nation, we started with retail.

(Continued on page 8)
Building Communities, Together

Happy New Year! It’s fitting that this newsletter’s theme is construction, since that is such a large focus within NJLA’s legislative priorities for 2017.

Imagine if every public library in New Jersey was actually handicapped accessible? Or that our roofs didn’t leak and all HVAC systems were efficient and effective? That our retro carpeting and furnishings had all been weeded away?

Spearheaded by the NJ Libraries Build Communities initiative and led by Jeanne Marie Ryan, vice chair of Public Policy, members of NJLA’s leadership and Public Policy Committee are working to gain passage of Bill A2222/S2171, the New Jersey Library Construction Bond Act.

What is this bill? The Library Construction Bond Act would authorize $125 million in bonds to finance capital projects at public libraries around the state. Projects that could expand, renovate, or build public libraries. Projects that could update library spaces, increase electrical and technological capabilities, and help make library spaces better equipped to serve our patrons in the 21st century.

Under the bill, approved projects can receive a one-to-one match of funds, meaning a grant award could support 50% of the cost of the project. This could make long-awaited upgrades and repairs a reality for many libraries.

The bill has bipartisan support in both the state assembly and senate, and with good reason. The last program for capital construction funding for library projects was over 15 years ago, and that $45 million bond funded 68 library projects. This type of investment not only benefits library services, but would be a boost to the New Jersey economy through employment of tradespeople and increased property values in towns with modern library facilities.

More information can be found at the www.njlibariesbuildcommunities.org website, including sample letters that can be sent to legislators and sample resolutions that can be passed by library boards. With your help, we hope to get this bill passed by the end of June. Once passed, bond programs also need approval by the voters for the bonds to be issued—what a wonderful opportunity to raise awareness of New Jersey’s libraries through a statewide ballot initiative!

Beyond the bricks and mortar of library buildings, NJLA is also working to construct strong school library programs and an information literacy curriculum throughout the state. This work is being done through the Unlock Student Potential initiative, under the direction of the Task Force on School Libraries, chaired by NJLA Past President James Keebler. They recently launched the I ♥ My School Librarian campaign to build support and awareness through Valentine’s Day messages for school librarians this February. Details, templates and updates can all be found at www.unlockstudentpotential.org.

Throughout NJLA, there are also opportunities for everyone to build their own library community infrastructure. By getting involved in committees, sections, and roundtables, and attending professional development programs and the annual conference, members can develop a support system of mentors, networks, and friendships.

NJLA’s full Legislative Agenda for 2016/2017 can be viewed at https://njla.org/content/new-jersey-library-associations-legislative-priorities-20162017. This document provides the building blocks upon which our advocacy and lobbying efforts are based for the year. The NJLA calendar (www.njla.org) can be your blueprint toward building your own NJLA experience. And the conference website (www.njlaconference.info) will help you design and construct your ideal conference experience.

Libraries, and library staff, build all the time. We build minds. We build collections. We build communities.

I look forward to building a brighter future with you for our libraries in 2017!

Chris Carbone
In the Spirit of Andrew Carnegie

Certainly every library lover (and probably most of the public) knows the name Andrew Carnegie. It is synonymous with library buildings throughout the world. According to Wikipedia (OK, I am a librarian, but I figure they can’t get this wrong), 36 Carnegie libraries were built in New Jersey between 1900 and 1917—that was certainly a great deal of library construction. Most are gone now, or are used for different purposes, but a few still remain, like the New Brunswick Free Public Library (they have since built an addition).

An even more significant building boom in New Jersey libraries happened a 100 years later. In 1999, a very successful $45 million Public Library Construction Bond Program was enacted by the state. Approximately $280 million went to the construction or renovation of 68 library buildings.

As we face the year 2020, we find that many more library facilities in New Jersey are in desperate need of construction and renovation funds, and the reasons are varied. For example, many buildings are still not ADA compliant. The public library should be the most accessible public space in a community. Unfortunately, in many cases it is not.

We have seen our libraries transform into community centers. However, many don’t have meeting room space to accommodate the needs of library programs and community groups. Teen spaces and technology centers are now common in many newer library buildings. To accommodate these new services, older buildings need to be reconfigured and technology needs to be expanded. These are costly for any town.

And yes, facility upgrades. With the decline in the 1/3 mil funding in recent years, many libraries have had to defer painting, electrical upgrades, and new air conditioning and heating systems. The need for library construction funding in New Jersey is clear.

Right now we have a tremendous opportunity to work with the residents of New Jersey to provide that funding. Currently there are two bills in the New Jersey Legislature—A222 in the Assembly and its accompanying senate bill S2171—that would permit the voters of New Jersey to authorize a $125 million bond program for library construction. Before the voters get to decide about this funding, we need to get these bills passed by both houses of the Legislature and signed by Governor Christie. If we can accomplish that, the library bond initiative can go before the voters in November 2017. Unfortunately, we are working on a short timeline.

This will take a tremendous amount of work and commitment by the library community, but the results will be worth it. This funding would provide a strong foundation for library construction throughout the state that would last for many years to come.

NJLA has developed a special website devoted to the library construction bond initiative to help educate and inform the library community and our stakeholders: www.njlibrariansbuild-communities.org. Here you will find a great deal of information about this legislation and what you can do to support it.

Even if your library does not need construction funding, this is one activity that every NJLA member needs to be involved in. Many of your colleagues are working in inadequate facilities. It is up to each of us to transform New Jersey libraries now!

I don’t want to take anything away from Mr. Carnegie, but a new era of library construction and rebuilding starts now—and it starts with every NJLA member.

Patricia Tumulty

Note from the EDITOR

Library service has expanded beyond our buildings, but at the end of the day, we provide a place.

Residents and students count on us in ways we might not recognize. Some of that is in the traditional sense—many value a quiet place to get work done or study. Others need the consistency of Internet access and a place to spend the day. People still check out materials, come to programs, and get their tax forms. There is no one answer to what the best library model is, but providing flexible space and service is a good place to start.

There are untold numbers of projects and renovations going on as you read this, and this issue only scratches the surface. But there is another thread running through it—so much of these efforts are driven by the community’s needs. Clearly, we are on the right track.

There is value in investing in our spaces. When a library reflects its school or community, it is that much harder to will it away. There is also value in investing in what is, essentially, our profession. The trend has been for service-oriented professions to be devalued, if not completely gutted. There is a tremendous amount at stake.

Paramus Public Library listened to their community. Paterson Public Library expanded into a new space. Hudson County Community College reimagined what an academic library should be.

These efforts did not come into being without money and support. Consider lending your voice to the call for construction funding. Even if it would not have an effect on you or your library, this bill’s success would help chip away at the perception that libraries are outmoded. It is an understanding best met with action, something we are fortunate enough to have the space for.

Jill D’Amico
Shaping Space for Career Services

Reimagining library space for job help with local cooperation

By Rachel Paulus, Career Connections Librarian, Paterson Free Public Library

The Paterson Free Public Library (PFPL) is New Jersey’s first public library, established in 1885 by the citizens of Paterson. The present main library branch, Danforth Memorial, was opened in 1905 after the original building was destroyed in a fire. As you can imagine, as technology develops, so does the need for more space.

As it happens, Paterson Mayor Jose “Joey” Torres has an interest in expanding the library’s digital resources, as well as patron access to technology. Through a partnership between the municipality, the school district, the library system, and Passaic Community College, we are all learning how cooperation can meet the needs of the community. The mayor’s hope is for all parties to come together in a building that the city leases at 77 Ellison Street in the downtown area of Paterson. Mayor Torres offered office space on the second floor of this building, which is located a few blocks from the main branch, as library space to help with demands for space and technology.

Soon after that proposal, PFPL had the opportunity to apply for a grant that we felt would be a perfect fit for the proposed Ellison Street branch space. The Career Connections grant program, through New Jersey Department of Labor and Workforce Development, would provide funds to help the library serve as an access point for job seekers to obtain workforce services that will help them on their employment path.

In the main branch, the computer room is one of the busiest places in the library. On many occasions all of the public computers are in use, and there is a waiting list. This means a strictly enforced time limit, which is not at all conducive to someone looking to work on a resume or job search. This is also challenging for librarians working at the reference desk to give in-depth help with resumes or navigating job application websites. Librarians are limited to the amount of time they can spend with a single patron, and sometimes have to direct a patron to a resume template or a job website to navigate themselves.

The Career Connections Center, developed through PFPL’s successful grant application, looks to change that. The Ellison branch space was a unique opportunity to give patrons a quiet, stress-free environment in which to meet with a librarian one-on-one to work on career-related goals. We were able to expand our services to this new location in which patrons would receive specialized services in a more personal environment where they would not have to wait for computers or assistance from staff. In addition, this provided us the opportunity to add a librarian to the staff that is dedicated to providing career services to the community.

Staffing this site was imperative to providing increased service. I work one-on-one with patrons creating resumes, assisting with applications, and will be running workshops in the future. Career services and computer literacy is vital in a town like Paterson, so having this dedicated resource in a branch setting makes a significant difference in the extent to which we are able to help jobseekers. The grant also allowed us to purchase 15 laptops for the branch, which was also a necessity, given how job searching and applications are completed today.

The program also created a partnership with New Jersey’s One-Stop Career Centers, which provides a multitude of employment-related services. Our partnership allows me to have a working relationship with the One-Stop staff. When a patron has needs above what the library can provide, there is a streamlined referral process to help make the transition to One-Stop as seamless as possible.

One of the biggest challenges to having a satellite space is spreading the word and letting the community know that the Career Connections Center is up and running at the Ellison Street branch. We plan on expanding our level of community and social media engagement in order increase the awareness of our program. We commenced operations on November 1, 2016, and things have been moving in the right direction.

Library service to the public is not an exact science—there have been no-show appointments, but there have also been repeat customers. One particular patron has progressed so far that he is comfortable going to several library locations and working independently with the skills he has developed. He has also found the One-Stop services helpful and was excited to have two job interviews scheduled. The more we engage with the community, the more stories like this we will have to tell.

Rachel Paulus is the Career Connections Librarian at Paterson Free Public Library. She holds an M.S.L.S. from Clarion University of Pennsylvania. Her email address is paulus@patersonpl.org. More information on the Career Connections program can be found at http://careerconnections.nj.gov.
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Located across the street from Jersey City’s Journal Square mass transit center, the Hudson County Community College (HCCC) Main Library is an impressive six-story structure. One of the newest major libraries in New Jersey, the building opened in September 2014 after nearly two years of construction. It serves the college’s population of over 9,000 students as well as the local community.

Any decision to build a new library offers an opportunity to be creative and design spaces for an array of uses that help define what a library is and can be, especially as electronic resources make it less necessary to devote most of a building’s space to collection materials. In HCCC’s case, the opportunities were enhanced with a significant upgrade, as the new building offers 30,000 square feet, almost four times the space allocated to the previous library.

For an orientation to this new library space, I spoke with Hudson’s Associate Dean of College Libraries Carol Van Houten. She initially worked at HCCC as a librarian from 1999 to 2003, then spent eight years at the Bank Street College of Education’s library before returning to a leadership position in 2012, just prior to the start of construction.

For the most part, the library staff has been free to use its judgment in deciding how to design the largely open space on the two main floors it occupies, and the staff’s close attention to student behavior and needs, coupled with a willingness to break with both traditional space use concepts and staffing arrangements, has proven to be enormously popular with users.

Van Houten explained that her predecessor originally intended to adopt a traditional collection location approach and place only reference books on the first floor, but she disagreed with this plan because the reference books were rarely used, so instead “staff weeded many of the print reference titles and we placed the remaining reference books in a corner on the second floor. This freed the first-floor space to house the most heavily-used parts of the collection, the reserve textbooks, ESL books, and DVDs.”

Banks of computer workstations are located in several places on both the first and second floors rather than being concentrated in a single space. The library also purchased several vertical display towers which are used to highlight different parts of the collection, the reserve textbooks, ESL books, and DVDs.

The library staff also petitioned successfully to have its archives collection relocated from a planned space in the basement to the first floor so as to avoid potential water damage in the event of a flood.

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The building was quite full with busy students on the Friday morning I visited. “On most days every seat in
the library is taken,” Van Houten said. “In addition to coming here to study or do arts and crafts in our makerspace room, they can see that, ‘Oh, you have this other stuff too.’ It’s sort of like an osmosis effect, ‘there are people here that can help us,’ and it leads the way into actually helping them do research projects.”

HCCC’s model of library space and service also received attention from the Association of College and Research Libraries, which selected it as one of three recipients of its 2016 Excellence in Academic Libraries award just over a year after the new building opened.

The building’s inviting sense of openness is apparent in every aspect of its design. The exterior walls on all floors have large plate-glass windows that bring in plenty of natural light and the sense of being situated in the city even as they also offer a sound barrier for quiet study and concentration. Almost all the offices and study rooms are glass-encased, and the bookshelves are less than six feet tall, offering maximum visibility across the space from end to end.

In addition to these features, the library is also used to display several works of art, as the college has received several impressive art donations, and these enhance the beauty of the space.

To help students easily navigate the space, Van Houten and her staff also decided not to marry the desks to specific tasks.

“You can borrow a book or return it at any of the three service desks, ask a question, borrow a laptop, and so forth. All of our staff are cross-trained, and staff try to avoid sending people somewhere else for basic services,” she said. “Most of the time when students walk into a library they assume everyone behind a desk is a librarian. We’ll do referrals, but only when needed.”

The library staff also sought simple and efficient methods for managing space use. For example, the group study rooms are bar-coded and can be checked out for a two-hour period, with a renewal option if no one else is waiting.

The library emphasizes flexibility in matching staff to space, according to Van Houten.

“The reference librarians usually work on the first floor early in the morning, and then by about 10 a.m., they go to the second floor because the students who are working on projects usually seek the quieter spaces there. But the library has been playing around with staffing arrangements, trying to accommodate use patterns where the need is greatest.”

Not surprisingly, the small cafe located near the entrance is very popular with students, and along with the other space features, it helps make the library a full-service location for a very busy and time-pressed service population, enabling users to spend the limited time they have in diverse yet complementary pursuits.

“The students don’t have much free time,” Van Houten pointed out. “All of them work, and most have family responsibilities. They don’t have time to go somewhere else for food and then go to class, so the cafe is very useful.”

While the library continues to experiment with space use and staffing, the consistent goal remains finding an optimal matching of spaces and services to student needs. And so far, form and function have been most harmonious.

Richard Kearney is the Electronic Resources Librarian at William Paterson University in Wayne. He holds an M.L.S. from Rutgers University in New Brunswick. His email address is kearneyr@wpunj.edu.
Retail, you ask? The goal of retail is to sell, sell, sell, and one way to do that is to direct the customer to the desired product. Isn’t that the same for libraries? We want people to find what they are looking for—a book, movie, computer, or quiet place to sit.

It took about a week for our new stack signage concept to emerge, which turned out to be hanging signs like those you see in grocery stores! Libraries and grocery stores have similar designs—aisles and aisles of shelves. In grocery stores, customers navigate the space with little difficulty because of their industry-specific signs that are easily visible.

The idea was introduced and the staff was willing to test this model. By using a few pieces of 20” x 30” foam core, a simple Microsoft Publisher poster, binder clips, and fishing line, test signs were put in place. Each sign had the general collection (fiction or nonfiction), and what was in that aisle (author last names or Dewey Decimal range). But what made these signs different from traditional library signs were the inclusion of an aisle number and the names of authors or subject headings, just like the grocery store.

The results? Everyone loved them! The staff found it was easier to direct patrons to the correct aisle. The patrons were happy because they could easily find the aisle and were also inspired to browse based on the authors and subject headings. It was a win-win for everyone.

At that point, librarians selected the most popular authors and subject headings based on circulation and questions. Staff and community volunteers translated the signs that would hang over our Chinese, Japanese, and Korean collections. The stack signs reflected the languages shelved in those aisles with a basic English translation, so that our signs reflected the collections that reflect our community. Zander Consulting LLC was hired to assist in turning the test signs into temporary signs. The cost was approximately $1,000 for 20 foam-core signs.

We have continued the discussion about patron-friendly signage; our goal is to avoid library jargon. Library visitors will be greeted with “Welcome” over our circulation desk and with “How Can We Help You?” behind our Adult Services desk—no more “circulation” and “reference.”

It had been suggested that we use the word “media” to label the stacks that will house our audiobook, CD, and DVD collections, which caused a great debate because, really, what is media? By definition, media is “the main means of mass communication (especially television, radio, newspapers, and the Internet) regarded collectively.” Society no longer thinks of “media” with the same meaning as librarians; society thinks of these collections as audiobooks, music, and movies. So, the Paramus Public Library will be using those specific descriptors to indicate these collections. Or think of it this way: Would you put up a sign that just says “Books”? Probably not.

Donna Perkosky is the Public Relations and Adult Programming Coordinator at Paramus Public Library. She has worked in public libraries in some capacity for 25 years. Her email address is donna.perkosky@paramus.bccls.org.

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Honors, Awards, and Recognition

Janet Weiss, associate director of the library at Dai-ichi Sankyo Pharma Development, Inc., has been been inducted into the Special Libraries Association’s Hall of Fame.

Six New Jersey libraries have been named "Star Libraries" by Library Journal: Avalon PL, Bernardsville PL, Mercer County Library, Ocean City PL, Princeton PL, and Somerset County Library.

Aimee Fernandez-Puente of Elizabeth PL was honored by the Snyder Academy of Elizabethtown for her contributions to local history preservation and education at a ceremony in October.

Sharon Rawlins, youth services consultant for the New Jersey State Library, was named the State Library’s Brightest Light by Thomas Edison State University.

The Libraries of Middlesex held their 37th Library Awards Reception on December 6, 2016. Honorees included Mayor Wilda Diaz of Perth Amboy as Public Official; Linda Koskoski of Metuchen PL as Trustee of the Year; Edwin Olavarria of Perth Amboy PL and Julie Petrellese of Milltown PL as Employees of the Year; The Woman’s Club of Matawan as Partner of the Year; and the Friends of the Jamesburg Public Library as the Friends Group of the Year.

The New Jersey State Library and LibraryLinkNJ announced the winners of the Mini-Makerspace Grant: Glen Ridge PL and the Forest Avenue School; Edgewater Free PL and the George Washington School; and the Collingswood PL and the Collingswood Middle School.

Bloomingdale Free PL received a $400 grant from the Gilder Lehrman Institute to produce K−12 student-focused American history programming.

Appointments and Elections

Adele Puccio has been named director of Fair Lawn’s Maurice M. Pine Library. She was previously director at Bloomfield PL.

Robert Rynkiewicz is the new director of Atlantic City Free PL. He was previously the assistant director.

Alessandra Nicodemo was appointed the director of Alldendale’s Lee Memorial Library.

Holly Belli has been named interim director of Bloomfield PL.

John Arthur is the new director at Metuchen PL. He was previously the director at Fairfield PL.

Claudia Flores is the new head of Children’s Services at Elizabeth PL.

Rachel Paulus has joined Paterson Free Public Library as the Career Connections librarian.

Catherine Dodwell has been named director of Dixon Homestead Library in Dumont.

Andrew Luck is the new assistant director at Elizabeth PL.

Beth Cackowski is now youth services supervisor at Cherry Hill PL.

Michelle Yeager is the new director of Woodbury PL.

Michelle Malone was named director of Belleville PL.

Mary Lynn Becza is the new assistant director at Morristown and Morris Township Library.

Barbara Gordon has been named head of Reference Services at Morristown and Morris Township Library.

Resignations/Retirements

David Hinkley retired as director of Montclair PL.

Keith Michael Fiels will retire as executive director of ALA in June. He previously worked for NJSL and the Northwest Regional Library Cooperative.

Susanna Chan retired as director of Metuchen PL.

Maureen Frank, director of Atlantic City Free PL, has retired.

Carol Van Houten, Associate Dean of College Libraries at Hudson County Community College, is relocating to Canada.

Dan O’Connor retired from Rutgers’ School of Communication & Information on January 1, 2017.

(Continued on page 11)
People & Places Around the State (Continued from page 10)

Nancy Smith retired from Elizabeth PL.

Lina Belkewitch retired as coordinator of public relations and community outreach for East Orange PL.

Kyle Craig, formerly of Rockaway Township PL, relocated to New York State.

Joan Taub has retired as director of Belleville PL.

Anita Freeman, director of Randolph PL, will retire on January 31, 2017.

Nancy Adamczyk, director of Madison PL, has announced her retirement in the spring of 2017.

Deaths

Robert White, former executive director of BCCLS and NJLA Library Champion, died on December 16, 2016.

Margaret ‘Meg’ Boutwell Kolaya, former director of Scotch Plains PL, passed away on December 1, 2016.

Former NJLA president and Librarian of the Year Karen Avenick died on December 25, 2016. She retired as assistant director of the Camden County Library System.

Celebrations

North Bergen PL unveiled a renovated quiet room this fall.

Long Branch Free PL held its Centennial Gala in November.

Verona PL joined the PALS Plus Consortium in September.

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