NJLA

New Jersey Library Association

The voice of New Jersey libraries and librarians

New Jersey Libraries NEWSletter

Retooling Our Training to Help Customers With New Technologies

By Megan Wianecki and Elizabeth Thompson, Middletown Township PL

Like many libraries, since the holidays Middletown Township Public Library has seen a dramatic increase in customers coming to the library with their newest gadgets (e-readers, iPads, cell phones, digital cameras, etc.) and asking for help using them. Especially common are customers with e-readers and tablets, often seeking assistance using the library's digital download service, ListenNJ. Our library has a very strong commitment to technology training and we have taken a broad approach to retool the way we assist patrons with the latest tech and gadgets.

A woman reads an Amazon Kindle. (Photo courtesy of goXunuReviews via Flickr)

Our librarians have been offering formal computer training classes and tech talks for years, but in the past few months we have added numerous new topics to our calendar. We now offer classes on ListenNJ, cell phone tips, digital camera tricks, and many of the social networking sites like Facebook, Foursquare, LinkedIn, Twitter, and more. These classes allow us to teach multiple users at once while providing a forum for attendees to offer tips to each other as well. The computer

Contents

Getting Started With Our 'Virtual Branch'

By Karen Klapperstuck, Virtual Branch Manager, Monroe Township PL

Two years ago, Irene Goldberg (Director) and Leah Wagner (Assistant Director) decided that they wanted to create a virtual branch for the Monroe Twp. Public Library. When they first hired me as the Virtual Branch Manager, we had more questions than answers! To get started, we learned the answers to the following initial questions.

Figuring Out the Basics

What makes a library website a 'Virtual Branch'? It isn't a new concept. You want your virtual branch to be welcoming and easy to navigate. You want to include things that are normally found in a branch library. And you also want users to have a way to get help if they need it. A virtual branch will be more interactive than a website and hopefully, just like in your physical library, users will

Message
from the PRESIDENT

ReTooling 4 Tomorrow

I'm really happy to report that, all around NJ, ReTooling is happening! This issue highlights just the tip of the iceberg. We're delivering services in new ways.

Installation Speech of 2011–2012 President Susan O'Neal

[*O'Neal originally gave this speech during the NJLA Annual Conference in May.*]

Thank you so much. I am honored to be your 2011–2012 President, and am well aware of the *precedents* set by the *presidents* before me: John Cotton Dana, Sarah Byrd Askew, Mary Joyce Doyle, Ed Beckerman, and so many of you in this room. I am humbled by your efforts—you have led the way! Thank *you.*

How many times are we hearing the words "challenging" or " difficult" to define the library environment these days? I've overused them myself, because it's reality. But, being a "perpetual optimist," I want to inspire us to think and act out of this fog. So the theme for my presidential year is ReTooling 4 Tomorrow. And, tomorrow is *not* the Disney Tomorrowland ... it is literally *tomorrow*.

The inspiration for my theme comes from an unusual source. I'm going to tell you about it in a minute, but first, I have a pop quiz. There's only one question! Do you know who Alan Mulally is? If so, give yourself a prize! Alan Mulally is the CEO of Ford Motor Company. Mulally and the story that is developing at Ford about the new Ford Focus cars are the inspiration for my presidential theme. Mulally is a name you should get to recognize and follow, because he's a man with a vision that Ford cars will be a marriage of design and technology. In January of this year, he caused quite a commotion at the Consumer Electronics Show, the mega expo held in Las Vegas every year.

What's an automotive executive doing at CES? Mulally knows that the consumer has moved beyond speed and safety as factors in why one brand of automobile is selected over another. These are now givens, but he plans for Ford to be the leader in the "driving experience" factor. He knows what everyone else knows—that the public wants to talk, text, and view things in the mobile technology den called their car—but he is in a unique position to be able to make that happen. Who, under the age of 30, doesn't want this in their car?

Listen to this from a Ford press release: "Ford has applied best practices from the consumer electronics and wireless industries with its decision to move from using hardware to software-based platforms and fundamentally has changed the way consumers and businesses will interact with vehicles down the road.*"* It says, "*Will interact with* vehicles," hmm...

Mulally is retooling Ford to revive it with a competitive edge. If his vision is right on—and I believe that it is—then it will be a great American success story, and have tremendous economic impact for our country. I'm following his progress as an example of the combination of vision and leadership to which the library community should aspire—on its own playing field, of course.

My vision for ReTooling 4 Tomorrow has three components:
1. ReTool ourselves as librarians.
2. ReTool our libraries.
3. ReTool NJLA, our organization.

1. ReTooling ourselves means our skills, our vocabulary, our image.

It is critical for every librarian over the age of, say, 25, to narrow the gap between themselves and the Digital Natives. As librarians, we have to stop seeing ourselves as gatekeepers, holding back chaos. Let's give this job away once and for all. We are not custodians, but *contractors* and *designers* [back to Ford and Mulally] of the "Library Experience!" Unless we're *extremely* successful at retooling ourselves, today's youth will continue to think of librarians as gatekeepers, as their elders do. We need to read Marc Prensky, who coined the Digital Native term a long 10 years ago, on how students of the digital age

Letter from
the EXECUTIVE DIRECTOR

Annie Got It Right!

Since this issue of the *NJLA NEWSletter* focuses on "ReTooling 4 Tomorrow," it provides me with a wonderful opportunity to give my impressions of the recent E-Summit sponsored by the NJ State Library, LibraryLinkNJ, and NJLA.

Over 200 librarians from all over the state spent a terrific day discussing all aspects of offering ebooks in their libraries. The presenters were knowledgeable and thought-provoking. They gave the New Jersey library community an opportunity to imagine that, in a not-too-distant future, ebooks will be widely available in our libraries.

Although ebooks have been available for sometime, new developments in technology made ebook readers the gift to get during the last holiday season. Since that time, the demand for ebooks in our libraries has been tremendous. The public has been sending us a message—they want ebooks and they want them now.

The E-Summit also sent me a clear message. Our library community is ready and willing to face the future. There was the feeling of excitement in that room. Ebooks are here and we want to offer them but the question remains: How?

The challenges in providing ebooks seem formidable. Most believe this is a game changer. It appears that the publishing industry, not the library community, has more issues determining how to offer ebooks. What is a sustainable business model? What is fair use? What happens when you lease, not own, electronic content? How do you work with authors who bypass traditional publishing and develop their own brand?

What will work for libraries? The message from the presenters at the summit was that we need to invent our own future. If libraries (and more importantly, those we serve) are going to have reasonable access to econtent, we need to develop our own plans. We can't wait passively for others to invite us to participate in these discussions. Librarians need to make something happen. "Seize the day" was certainly the motto of the E-Summit.

Susan O'Neal's presidential theme is definitely resonating with librarians throughout the state. Retooling will be the new normal for all of us who work in or use libraries for years to come. Econtent is just one of the numerous challenges that faces us. The articles in this issue of the *NEWSletter,* however, remind us that it is still the commitment of library staff that makes innovation possible. Given the enthusiastic mood of the participants at the E-Summit, I know that our library community is ready.

The time is now. As the lyric from the musical *Annie* reminds us, tomorrow is only a day away!

Pat Tumulty

Showing off devices at the E-Summit
Photo by Peggy Cadigan

Note from
the EDITOR

From Scary to Second Nature

When I think about our new president's theme, I can think of many processes and services that librarians have been retooling for years. Remember when switching from the paper card catalog to an electronic one felt like the end of the world? Did you think it was crazy when database searching was opened up to mere laymen? What about the movement to end the closed stacks of periodicals and put the basic ones in the open? All of those changes seemed scary at the time (and maybe even a little dangerous), but now we don't think twice about them.

Change makes me uncomfortable—and I'm sure I'm not the only one. So let's try to make it less scary by thinking back. Where would libraries be today if we hadn't moved to online catalogs? With the increase in electronic information and people's hunger for it, how many hours would you work if you had to do all the database searches yourself? Could you still afford to staff that gatekeeper position that retrieved periodicals from the secret stacks?

The case studies in this issue on retooling discuss updating customer training and making our websites more high-functioning. While that sentence makes these acts sound easy enough, we all know that the devil's in the details. But thanks to your fellow NJLA members, you now have some blueprints to follow when you're ready to take on these projects at your libraries.

Once a change is behind us, the new ways of working become second nature. Processes we used to question or fear seem so matter-of-course today. So if you're concerned about keeping your web presence up-to-date, recall when you thought you'd never have a website. Worried about new training needs? Chuckle to yourself about when you didn't want to learn OPAC searching, and realize how routine it is for you to teach others now. Soon, all of today's retooling will be behind us ... and the next challenges will lie ahead. And you know what? We'll do fine with those too.

Kathy Dempsey

... Retooling Our Training... New Technologies

classes we have been offering cover the basics and introduction to email, but we expanded our listings to include travel websites and genealogical resources, among others. These classes have a roundtable discussion format so that the librarians can show library resources, and the patrons can also have an open discussion of additional available resources.

Recently, we also re-evaluated our databases and online resources to help with growing technology needs. We discarded several standard research databases in favor of more interactive resources such as Mango Languages (www.mangolanguages.com) and Universal Class (available to libraries at http://library.universalclass.com/library-membership.htm). Standard databases are still important, but we found that some of them have overlapping information or are very rarely used. We adjusted our budget to allow for the purchase of these new databases. The computer classes we offer give our patrons a great place to start their technology training, but we wanted to offer them a place to continue learning on their own. Universal Class is a great resource because it offers continuing education credit classes on a wide variety of subjects.

One class we offer at Middletown is a basic Microsoft Excel course. We do it about once a month and it's always full. Since we only have one librarian on staff who's comfortable

A Middletown staffer teaches a class on Google.

teaching this topic, when patrons want additional instruction we refer them to the Excel sessions in Universal Class. We regularly advertise our subscription to Universal Class before each computer class. Due to the many subjects covered by Universal Class, we are also able to provide patrons more courses than just the ones our staff have the expertise to teach.

For patrons who need one-on-one help, we take advantage of a few very dedicated volunteers who do individual tutoring sessions. Our volunteers are an amazing addition to our library as they offer in-depth help in ways librarians can't because of time, expertise, and staffing constraints. For example, one of our volunteers runs a monthly class on Quick-Books accounting software. We also offer Reference-by-Appointment to patrons who have specific questions that

cannot be answered in a classroom environment, and our volunteers tutor those who need multiple lessons to feel comfortable with technology.

Training via Video
In addition to traditional classes, we have embraced new technologies to offer additional training opportunities. Every reference desk gets its share of ready reference questions dealing with technology. One thing we end up explaining over and over to many different customers is how to search the catalog. We've also gotten requests from local teachers to show their students how to use the catalog and our online resources to do research. To help with these issues, we came up with two solutions. First, we use Skype video chat

Our biggest gadget program drew about 100 people in December 2010.

as a way to do outreach with the local schools. This means librarians don't have to leave the library and students don't have to leave the school, but we can show them our resources in 15 minutes or less. Barring any technical difficulties, this efficiently brings the library into the classroom. Second, we created short videos (http://mtpl.org/?q=node/815) to put online about some of the most commonly asked technology questions. Our videos cover basic catalog functions, signing up online for summer reading, using ListenNJ to download audio and ebooks, and getting started on research papers. This way, our customers can play a short video from their own computers and get the answers at their point and time of need.

Teachers can play a video and show their students how to search the library catalog for the first time. In difficult economic times when school librarians are disappearing, teachers are looking to public librarians to help fill the gaps. For this reason, we've also done outreach in the local schools just to give students library cards so they can have access to our online resources.

Playing With Gadgets
We have also offered three very successful gadget and e-reader expos. We worked with local retail stores (Best Buy, Borders, Barnes and Noble) to offer evening and weekend programs so many library customers could test out e-readers, tablets, and digital cameras in an informal setting where they could ask questions but weren't expected to buy anything. These expos have been a great way for us to show how these gadgets work, to help customers with problems and questions, and to demonstrate how these gadgets interface with the library's existing services.

Our biggest gadget program was focused on e-readers and was held just before the holiday season in December 2010. About 100 people showed up to ask questions and to play with the various e-readers and compare them. People often

4

This graphic promoted one of MTPL's gadget expos.

ask us questions about which e-reader is best. While we don't want to make specific recommendations, we do want to be able to speak intelligently about the different options and how they all work with current library resources. For this reason, we encourage all staff to play with and learn the latest technology and gadgets as well.

Getting Job Seekers Up-to-Speed

In addition to the many obvious ways we've been retooling technology training at Middletown, we've been looking at the more basic aspects of dealing with how technology affects everyday life. For example, it is almost impossible to apply for a job without knowing how to fill out an online application or send an email attachment. Since our library has expanded its Job Help Center, we've also stepped up technology training specifically geared toward job seekers. We have computer classes on how to use the library's career databases (such as LearningExpress and Job & Career Accelerator) and how to use job searching websites like Monster and Indeed. We've had patrons come into these classes and realize for the first time that they cannot conduct effective job searches without first setting up email accounts. We've held classes on using LinkedIn and other tools for online business networking. These types of classes require technology instruction as well as career counseling, which just demonstrates the need to rethink how much technology influences our routine reference work.

Retooling how you deal with technology sometimes is not just about the technology itself. Sometimes logistics and policy come into play as well. Online job applications can take a long time, even without the search that leads to the application. If we get a request from a patron for extra computer time to fill out a job application or to work with state unemployment resources, the reference staff will often allow him/her to use one of the computers in the lab where we hold classes. These computers have no time limits and the room has fewer distractions than the main computer area, so it's a good way to use an existing resource to fill a patron need.

Professional Development for Staff

Another crucial step in reworking technology training is to train the staff. At first, we had only one or two employees who knew how to download an audiobook or ebook. Now we have more people who can help our patrons with this process. Buying a few of the different types of e-readers and other gadgets for the staff to play with and learn on is a very important part of the process. Professional development is important for all staff members, especially with technology changing so fast. We cannot leave this training and knowledge to the younger generation; anyone on staff who is willing to learn about new technologies should have access to the same webinars and training materials because it addresses the current needs of the public. At this point in time, being able to teach patrons how to load an app on a cell phone is just as important as being able to recommend a good book.

Over the past few years, the Middletown Township Public Library has made a concerted effort to upgrade its technology training and its hardware. Some changes are as simple as keeping extra connector cables in a desk drawer. Others are more complicated, such as identifying which staffers have the expertise and willingness to teach certain classes. One staff member, a Page, is the only one currently able to teach Photoshop, which is the computer class that our patrons request most often. Retooling technology training means getting more trainers involved, getting more staff members up to speed, and making more technology available to the public.

Megan Wianecki is the Technology Librarian at the Middletown Township Public Library. She holds an M.S.L.I.S. from Syracuse University in New York. She teaches many of the computer classes and organizes technology programs; she also designed and maintains the website. Her email address is mwianecki@mtpl.org. **Elizabeth Thompson** is the Programs Coordinator at the Middletown Township Public Library. She holds an M.L.I.S. from Rutgers University in East Brunswick, NJ. She teaches several computer classes and organizes adult programs. Her email address is ethompson@mtpl.org. ∆
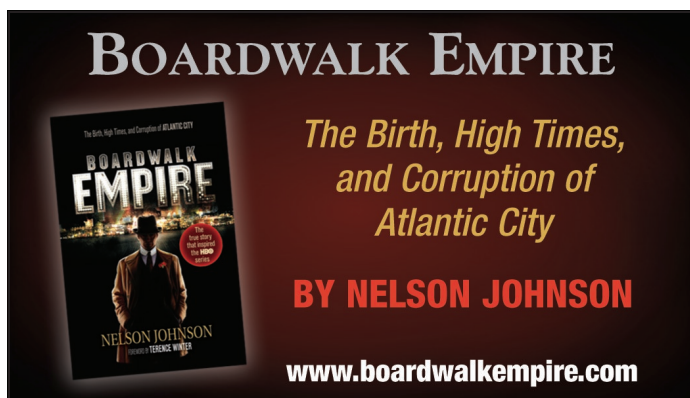
... Virtual Branch

come to get information and stay longer because there is so much more for them to discover! A Virtual Branch Manager, then, would coordinate all of the resources and user experiences of the website.

What services translate easily? We already offer many things via our websites, like databases, downloadable media, and email reference, just to name a few. It is easy to continue to offer these services but perhaps consider presenting them in a new way. Obvious (and easy) things to add are newsletters, notices about and online registration for events and programs, handouts, videos of programs or classes, etc. Offering webinars, programs, and other avenues of interaction may not be as simple (but it gives us something to work toward).
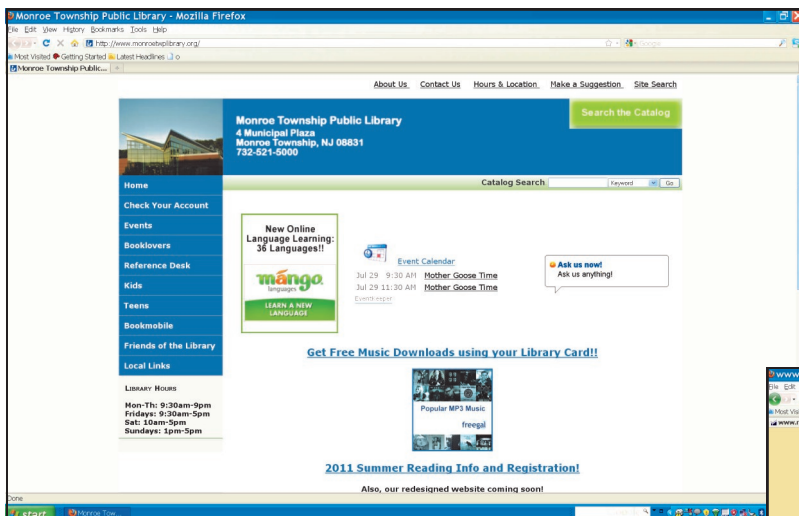
Monroe's old website is shown above. You can compare that to the look of the new virtual branch shown on the right.

What are some of the potential obstacles? We saw four. Public Awareness: Do people even know you have a website or that you offer downloadable services?

Perceptions: Do your users have an accurate perception of what a library is and what services you offer? A virtual presence on the web is still outside of what most people expect from a library. Perceptions are a stumbling block for libraries in general, and even more so when it comes to being at the forefront of technology and digital media.

Buy-In: Having support from both the administrative and staff sides is imperative. If the administrators are willing but the frontline staffers aren't, your new services won't work.

Technology: What do you have already? What will you need to move forward? This could be as simple as leveraging the skills of existing staff members, getting a computer science intern, or hiring someone who will figure it all out.

How do you decide what content management system to use? There are many options when it comes to choosing

a way to build your website. Wordpress and Drupal are probably the two most common. Both systems offer a variety of ways for your users to interact with your library and with each other. Before you choose one, you need to know what you want to be able to offer. You can find simple capability and feature comparison charts at these two websites: www.dckap.com/drupal-joomla-wordpress-comparison.htm and www.ensignhost.com/content/drupal-and-wordpress-comparison-table.

How do you let people know about your "new" virtual branch and services? If you build it, will they come? It is hard to know for sure. But you need to get the word out to the audience you are trying to reach. Social media sites like Twitter and Facebook are great ways to keep people informed about new services or to just remind them about what we do. Not everyone will arrive at your library's website because they typed in your specific URL! A simple link to a resource on your Facebook page can be more effective than putting your web address on every bookmark and flyer.

Other Concerns to Consider
Once we answered those basic questions and were ready to start work on our virtual branch, there were a few other things to think about:

1. Patrons
• What are they doing on the website already?
• What would they like to be able to do?

2. Library Factors
• Mission: Are we doing things because they are cool or cutting edge or because our users want/need them?
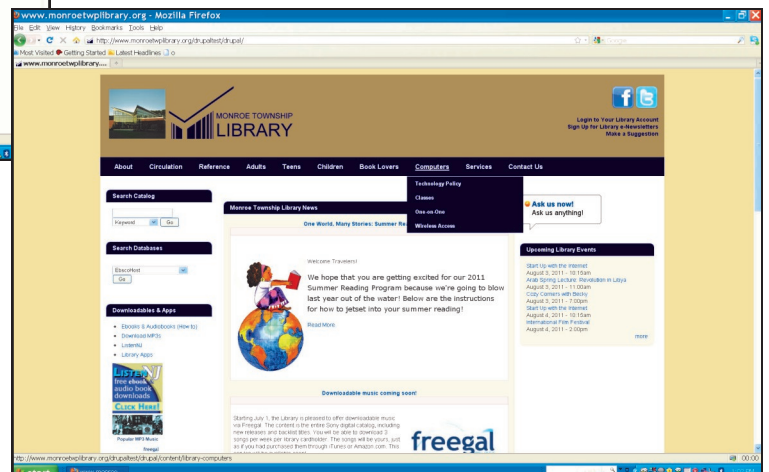
• Administration: Sometimes a less-than-tech-savvy administration can be an obstacle to moving forward simply because they are afraid of something they aren't familiar with.
• Staff: It can be hard to get everyone on the same page for a variety of reasons. Some staffers might not think it's part of their jobs or they could be hesitant because they feel they don't have the skills. But it's important that the frontline staff feel capable of helping patrons who need assistance.

3. Content and Usage:
• Consider designing the virtual branch to act as a precursor or a follow-up to actual library visits. Patrons can find out

about programs or services before coming in, or go to your website afterward to get photos, more information, or slides from a presentation.
• What's the best way to get the job done for *your* library and users? Not all libraries have the same needs. It is important to customize your resources and websites to match the wants and needs of your community.

How We Geared Up for the Launch
You won't be able to launch a new virtual branch overnight. We've learned that implementing some of the new services while the site was in development helped move the project forward. Before launching our new website (www.monroetwplibrary.org) in August 2011, we added a number of services. We started chat and text reference. Initially we were using Meebo for chat reference and Mosio (through a pilot project of QandANJ) for text reference. Now we are using Google to do both for free.

We also began sending out a monthly email newsletter (via NextReads) to patrons who had provided their email addresses to receive notices. To help the staff feel more comfortable, we also did a 10 Things Tech Challenge so everyone would at least know about the services we were offering.

Here in Monroe, we have selected services that probably seem less than cutting-edge. But our community is largely composed of senior citizens, so it isn't a surprise that our text and chat reference is not inundated with questions every day! Our e-newsletter, on the other hand, is definitely read because as soon as it goes out we get phone, email, and in-person inquiries about the articles. Using Facebook is also a natural for us, because the other main demographic of users in Monroe is young families. Many of our story-time moms know about what is going on at the library only when we post it on Facebook.

We used surveys (of both staff and patrons) to find out which resources were being used most often and we moved those to the forefront to make them easier to access. I think the most important parts of the whole process have been to stay true to *our* library and patrons. Authenticity is key to having people be comfortable with your library and its website. No other library is like yours and patrons recognize that, even if they never verbalize it. So start a conversation with your community, and your virtual branch is more likely to be a success!

Karen Klapperstuck is Virtual Branch Manager at the Monroe Township Public Library. She holds an M.S.L.S. from Catholic University of America in Washington, D.C. She has presented on the virtual branch concept at the Queens (NY) Public Library and at the Suffolk (NY) Cooperative Library System. She is interested in integrating technology into staff development programs and services to the public. Her email address is kklapperstuck@monroetwplibrary.org.

Further Reading
King, David Lee. Building a Digital Branch. *American Libraries*, October 2009, Vol. 40, Number 10, p. 43.

King, David Lee. Building the Digital Branch: Guidelines for Transforming Your Library Website. *Library Technology Reports*, August/September 2009, Vol. 45, Number 6. ▲

... Message from the President

think and learn differently in order to begin to understand how complex and difficult this challenge is! This is not a task that we have to undertake alone and independently. How can we achieve this goal?

First of all, library schools can help by cultivating communicators, teaching decision making, and training in the business skills of planning, budgeting, and marketing. I'm hoping they are teaching students how to look beyond the library world for trends and research, because truthfully, not all that much is invented just for libraries. If today's graduates aren't discussing Chris Harrison's [Microsoft's] Skinput (which essentially turns a person's hand and forearm into a keyboard and screen), I would be very disappointed. As an employer, I can truthfully say that I have observed a lot of positive movement in library school programs on this score.

Second, NJLA already has an excellent IT Section and Professional Development Committee, both of which can help us update our technology skills and integrate them into library management. Perhaps the Core Technology Skills list, which established a standard, should be updated, and the Tech Challenges that were successful several years ago can be re-instituted.

Third, library administrators can help their librarians retool. Here's a management strategy. Why not organize your librarians around their strengths instead of the traditional *reference* department? You have custodians and gatekeepers who are already beloved by the public for their familiar, sturdy, reliable services. And, truth be told, these are probably the librarians on your staff who are the least likely to change. So don't make them change! Celebrate the good stuff they do for your library! But, adopt new models of service and let your Digital Immigrants run the show. Trust me: "The Kids Are Alright!" They will stimulate you, probe and test your old assumptions, and will run with new ideas before you can write about them in your management reports.

By the way, maybe now is the time to retire the "Digital Native" tag too. They're here. They're everywhere, including, probably, the new person you hired last week. So, I'll try not to use it again.

Retooling the CUS Website With Drupal

By Denise I. O'Shea, Head of Access Services and Systems, Montclair State University

For years, members of the NJLA College and University Section (CUS) made do with a web presence that did not fully meet our needs. As our online presence grew to include a blog, a wiki, and then a Facebook page, we found that much of our information was not kept in synch with the website. Trevor Dawes of Princeton University, then President of the CUS and founder of the CUS Facebook page, suggested a complete re-evaluation. Julie Maginn, Director of Raritan Valley Community College Library and the CUS newsletter editor, agreed to chair the new CUS Marketing and Communications Committee. The committee is charged with developing a CUS Communications Plan to integrate and coordinate all online communications, including developing an interactive newsletter and using social media and open source software to make our site more attractive and interactive.

Some members of our section had begun to work with Drupal (www.drupal.org) and thought it might serve as a content management solution. Fortunately, NJLA has made available a Drupal environment for committees and sections to migrate their websites to. We began to work on our new Drupal-based website with James Keehbler, Director of the Piscataway Public Library and administrator for several NJLA Drupal websites, in June and we expect that the new CUS website will be launched by the time that you read this article. (See http://cus.njla.org.)

What Is Drupal?

Drupal is a popular open source content management system (CMS) that is used to build and manage websites. Drupal originally started out as a message board developed by Dries Buytaert in Belgium in the late 1990s. As the use of the message board software grew more popular, its functionality was expanded to include support for building websites.

Getting to Know the Drupal Community	
Websites	
A group for libraries (public, academic, school, etc.) that use Drupal	http://groups.drupal.org/libraries
The LITA Drupal interest group	http://connect.ala.org/node/71787
A group that brings together NJ-based Drupalers for professional and social networking and knowledge sharing	http://groups.drupal.org/new-jersey
Listservs	
A list for those interested in Drupal as it relates to libraries and librarians	DRUPAL4LIB@listserv.UIC.edu
Support	
A well-established international community that provides support, software, training, forums, documentation, and other resources for guidance in Drupal implementation	www.drupal.org
Acquia is a private company, co-founded by Drupal's creator Dries Buytaert, that supports enterprises that use Drupal.	http://acquia.com
Free or inexpensive trials with a Drupal host	www.bryght.com, www.opensourcecms.com, www.hostgator.com
Online Learning About Drupal	
Lullabot	http://drupalize.me & www.lullabot.com/podcast
Learn by the Drop	http://learnbythedrop.com
Lynda.com	www.lynda.com
Geeks & God	http://geeksandgod.com/tutorials
Drupal Camps and Conferences	
Drupalcon is a semi-annual conference that alternates between North America & Europe.	http://en.wikipedia.org/wiki/Drupal#DrupalCon_events
Drupal Camps are smaller, local events.	http://drupal.org/node/247972

At that point the developer decided to make his source code available to the open source community. Today, millions of copies of the Drupal software have been downloaded.

Drupal runs on an open source technology platform that consists of Apache, MySQL, and PHP, and can be used in a Windows, Mac, or Linux environment. The core components of Drupal are modules that provide the basic functionality. "Anyone that is new to Drupal should focus on learning the core modules first," James Keehbler advised. Some of the key core modules include taxonomies, blogs, users profiles, panels, and member forums. There are thousands of other modules developed by the Drupal community that can be downloaded and installed on your website, including some designed specifically for use by libraries such as the Book Review and Bibliography modules. Some popular add-on modules include CCK (Content Construction Kit), Web Form, Views, and Sign-up. The quality of the modules available in the Drupal community varies widely and that is another reason why you should limit your focus to the core modules until you feel more comfortable working with Drupal.

Another component of a Drupal website is themes. Themes allow you to customize the look and feel of your website by changing the layout, styles, and color (check out the Theme Garden at http://themegarden.org/drupal6). There are thousands of themes developed by the Drupal community that you can download and apply to your site. The Admin Panel is an easy-to-use interface for managing your site.

Why Use Drupal?
The Drupal software makes it easy to build and maintain interactive, social websites that encourage a sense of community. Some of the social and interactive features of Drupal include support for blogging, commenting, tagging and social bookmarking. People can build very basic Drupal websites quickly without any programming skills. You simply download the software, select a theme, and turn on the core modules. Building more complex websites does require more skills; however, there is a lot of support and training provided by the Drupal community. Another reason to go with Drupal is that it is very secure with its robust framework of roles and permissions that allows website administrators to control who can see, contribute, and edit content on the site.

Drupal is used by a number of libraries and library organizations in New Jersey, including Rutgers University Libraries (www.libraries.rutgers.edu), VALE–the Virtual Academic Library Environment of New Jersey (http://valenj.org), the NJLA 2011 conference website (http://njlaconference.info/content/njla-spring-conference-2011), NJ Library Champions (www.ilovenjlibraries.org), Save My NJ Library (www.savemynjlibrary.org), LibraryLinkNJ (http://librarylinknj.org), the Piscataway Public Library (www.piscatawaylibrary.org), the

Monroe Township Public Library (coming soon), and the Bernards Township Public Library (also coming soon).
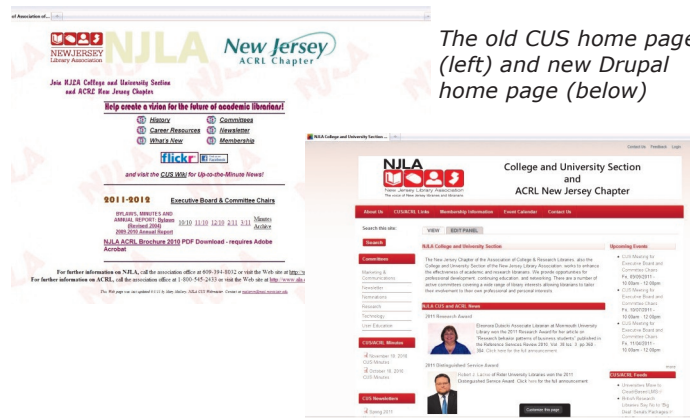
What You Can Do With Drupal
Now that NJLA's College and University section has redesigned its website, it includes forums for CUS committees, RSS feeds that pull academic news items from blogs and websites, links to social tools, profiles for committee members, and a public calendar. The section members use Google Analytics to track usage statistics. Future enhancements will include an electronic newsletter, the use of Drupal forms to create surveys and FAQs, and functionality that allows members to register for events on the calendar.

The old CUS home page (left) and new Drupal home page (below)

The use of Drupal will empower the members of other NJLA committees and sections to build interactive, social websites, and to create and manage their own content. NJLA's Drupal installation has been set up in such a way to allow any committee or section that is interested in migrating to this environment to customize the way their Drupal site looks and functions.

As our experience with the NJLA Drupal environment shows, people can develop a modern, interactive website in a short period of time. If your section or committee is interested in migrating, then the NJLA Executive Board needs to hear from you. Please contact Pat Tumulty to discuss the steps that you'd need to take. We hope that the NJLA College and University section website will serve as a template for the other association colleagues.

Denise O'Shea is the Head of Access Services and Systems at the Harry A. Sprague Library at Montclair State University in Montclair. She holds an M.L.S. from Rutgers. O'Shea is chair of the VALE Website Committee and a member of the NJLA CUS/ACRL-NJ Marketing and Communications committee. Her email is oshead@mail.montclair.edu.

Further Reading
Cracking Drupal: A Drop in the Bucket by Greg Knaddison (Wiley, May 11, 2009)

"Drupal and Libraries" by Ellyssa Kroski in *The CyberSkeptic's Guide to Internet Research,* September 2008**.** Also a presentation at www.slideshare.net/ellyssa/drupal-and-libraries.

Drupal in Libraries (Library Technology Reports) by Andy Austin and Christopher Harris (ALA, 2008) www.alatechsource.org/ltr/drupal-in-libraries

"Drupal Resources for Libraries" by Sarah Houghton-Jan. See www.slideshare.net/librarianinblack/drupal-resources-2982935

"Drupal How To Information," a list of Drupal resources and recommended reading material by Ann Hoang, Assistant University Librarian, Robert W. Van Houten Library, NJIT, July 2011.

Using Drupal by Angela Byron, Addison Berry, Nathan Haug and Jeff Eaton (O'Reilly, Dec 23, 2008) ▲

People & Places Around the State

Honors and Awards

Bloomfield PL won 50 "Dummies" books as the 2nd runner up in a national Facebook contest sponsored by Wiley Publishing, which publishes this series of books. Bloomfield got 2,418 Facebook fans during the contest. The value of the books is approximately $1,000.

Dixon Homestead Library in Dumont is a joint recipient (with the senior center) of a NJ Department of Community Affairs grant to upgrade its handicap ramp and doors.

Four libraries were recently honored by the State Library with Best Practices in Early Literacy Awards. Each received $500. The winners were:
Jersey City PL for its PARTners Workshops
Maplewood Memorial Library's Hilton Branch for its Read Together Backpacks program
Middletown PL for its Dress for Mess program
Somerset County Library System for its Parent Teacher Workshops

In the Media

"Providing a Lifeline for Job Seekers," an article written by **Pat Tumulty**, NJLA Executive Director, and **Norma Blake**, NJ State Librarian, was published in the May edition of *New Jersey Municipalities* Magazine. Norma Blake also published "New Jersey libraries are valuable resources for economic recovery" in TheDailyJournal.com on July 21 (http://tinyurl.com/Blake-DailyJournal).

Appointments and Elections

Lisa Bruckman has been appointed Librarian at Union County College's Kellogg Library.

Chad Leinaweaver is the new Assistant Director at the Morristown/Morris Township PL. He was previously at Newark PL.

Denise O'Shea has been named the new Head of Access Services and Systems Administrator at Montclair State University's Sprague Library. She was previously at Fairleigh Dickinson University and College of St. Elizabeth.

Scherelene Schatz, a 14-year veteran of the State Library's Library Development Bureau, will be taking over the State Library Information Center's interlibrary loan services as well as serving as a reference librarian.

Kate Vasilik is joining the Piscataway PL as a Senior Librarian focusing on services to GenX and GenY. She was previously at Franklin Lakes PL.

Congratulations to the new officers of the **LibraryLinkNJ** Executive Board:
President: **Kathy Schalk-Greene** of Mount Laurel Library
Vice President: **Ruth Bogan** of PALS Plus, Clifton
Secretary: **Ellen Callanan** of Sussex County Library, Newton
Treasurer: **James Keehbler** of Piscataway PL
Assistant Treasurer: **Dee Venuto** of Rancocas Valley Regional High School, Mount Holly

10

Celebrations

Margaret Heggan Free PL in Washington Twp. (Gloucester County) opened its new facility on June 1, 2011.

Newark PL held a ribbon cutting and reception to celebrate the completion of the Main Library accessibility ramp and system-wide improvements in June 2011.

New Jersey State Library was recognized for excellence in public relations by the NJ Chapter of the Public Relations Society of America at its 21st annual Pyramid Awards reception. NJSL won for its statewide NJ Library Champions awareness campaign and for its Connecting People with Information through Libraries brochure. **Nancy Dowd**, Director of Marketing, and **Gary Cooper,** Public Relations and Media Contact, accepted the awards.

Dowd and Cooper

South River PL celebrated the groundbreaking of its library addition in June 2011.

Swedesboro Branch of the Gloucester County Library celebrated the opening of its expanded and renovated library.

Warren County Library celebrated the opening of its Northeast Branch on May 21, 2011.

Resignations and Retirements

Mike Bennett of Burlington County Library retired in May 2011.

Nancy Bennett of Camden County Library retired in May 2011.

Lessie Culmer-Nier has retired from Drew University.

Nancy Dowd, New Jersey State Library's Director of Marketing, has left the State Library to assume a new marketing position at NoveList/EBSCO Publishing in North Carolina.

Jane Kennedy has announced that she will retire as Director of the Maplewood PL at the end of the year.
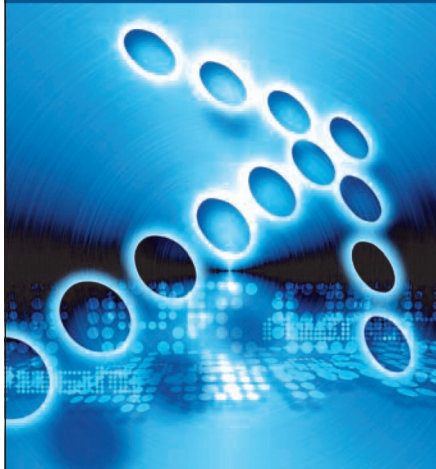
Andrea MacRitchie, Director of the Union County College Library, will be leaving her position and going to Quinsigamond Community College (Worcester County, MA) as Dean of Libraries and Academic Support.

Karen Topham retired from Brookdale Community College Library.

Jana Varlejs retired from Rutgers SCI in May 2011.

*Compiled by **Mary Marks**, Associate University Librarian, Fairleigh Dickinson University Library in Madison.* △

Adult Services Forum
Save the Date: October 27
http://njla.pbworks.com/w/page/12189913/Reference
Manalapan

11

For library managers, what we need from our governing boards is the *space* to try new ways of doing things and using new technology. We need time to think, to try and succeed or fail, but to be able to try again. After all, the tools of the trade change *hourly*!

2. Next, we must ReTool our libraries.
From the Joan Ganz Cooney Center and Sesame Street Workshop comes this statement: "Nearly 80% of children between 0 and 5 use the Internet on at least a weekly basis." Ask yourself, will this generation be able to tell fond stories about their hometown library? They will if you recognize now that their garage sales will be loaded with cheap blu-ray discs, Xboxes, iPhones, Kindles (up to version 10), and Nooks.

It's time to take a fresh look at our *mission* and tie it in with some educated forecasts of the future. There are loads of trendspotters and futurists that should be on everyone's radar, including Stephen Abram, Ned Potter (thewikiman), Thomas Frey, the DaVinci Institute, Michael Stephens, and dozens of really good bloggers. This is a good place to start if you feel your vision is too shortsighted on the here and now. And here's a tip: New mission statements should address "reading," literacy, and learning. Avoid anchoring the library mission in paper printed materials. *Do* include spaces for community interaction and information in these new missions.

Our buildings need retooling. This is a huge *opportunity* to do what's called "re-purposing" space, creating a new architecture for facilities, and tying in with energy efficient and sustainable projects; many of them offer local and intra-local collaborations that practically fall into our laps. This is a big challenge, because we have a huge boomer population that is aging and we already know it will be straining our conventional resources, and at the other end of the age spectrum, young people who think differently and learn differently than we do are already in our buildings but wandering about a bit because we haven't decided what to do with them. I can't

say it enough: This is an opportunity. Again, you don't have to figure all this out on your own. A forum of librarians experienced in re-purposing space, with architects and space planners, might be something NJLA could organize, it would be a retooling of the Building Fairs we've had in the past. In my view, this is an excellent opportunity for collaboration among academic, public, and school librarians who have all been wrestling with these issues.

Library retooling might also mean total reorganization, joining a county system, or creating/participating in a new structure, such as the Library District, which we will be hearing much more about from NJLA in the very near future.

3. Last but not least is the ReTooling of NJLA. We are blessed with dedicated, intelligent, and very hard working professionals in our NJLA offices, but they need a burst of technological improvements to maximize their productivity even more and to improve the information for members.

The annual conference needs to be retooled. We have a huge challenge before us because the 2012 PLA conference is in our backyard, in Philadelphia next March. What should NJLA do with its 2012 conference, which is a major source of revenue? Will you come to both NJLA and PLA? Attendance is down for us this year, not because of program content, that's for sure, but because travel and conferencing budgets have been disappearing. Should we have only webinars and micro-conferences next year, change the date, reformat the conference completely? Look for a membership survey on the conference early this summer, and be sure to respond! Your input on this important matter is essential.

I would like to see units within our organization interact with each other more, and here's an example. What about a micro-conference for children's and teen services librarians with library administrators? Throughout my career I have heard of a disconnect between these two groups. Now, more than ever, library administrators should be listening to their youth services staff very carefully. NJLA can make that happen!

One thing I know for sure about NJLA's needs—we'll collaborate and share and respect each others' ideas, because that's what we do! That's what makes this a very fine organization.

"Pilot programs ... have shown that the tablet [PC] provides convenience in accessing the library's resources while away from the reference desk and is a novelty that draws students' attention."

From "Handheld Libraries 101: Using Mobile Technologies in the Academic Library," by Kate Kosturski and Frank Skornia. *Computers in Libraries* magazine, July/August 2011.
www.infotoday.com/cilmag/jul11/Kosturski_Skornia.shtml

... Message from the President

In the end, the reason we must retool is that tomorrow is already here. Librarians and libraries and NJLA need a new business model in order to be a viable force or even to be a player in the American landscape, the economic, social, political and cultural landscape of the future.

Remember this, my friends and colleagues: Dinosaurs didn't go extinct because the climate changed. They went extinct because they didn't or couldn't adapt.

In closing, I'm bringing to the NJLA presidency a mix of good old common sense and pragmatism with my optimism. Doing things the right way has never been as important to me as doing things because it's the right thing to do. I hope I've made a case for the necessity of retooling and provided some sense that it is not an impossible dream.

We have the tools to review, re-invent, repurpose, revise, and retool, which the dinosaurs didn't have. We have *intelligence* that will lead us to the best solutions, and we have *values*—we love our libraries and will fight for their survival.

Let's get on with it! Thank you very much.

Susan O'Neal
NJLA President

Further Reading

Librarian by Day (Bobbi Newman)
http://librarianbyday.net

Librarian in Black (Sarah Houghton-Jan) http://librarianinblack.net/librarianinblack

David Lee King www.davidleeking.com

Tame the Web (Michael Stephens)
http://tametheweb.com

Agnostic, Maybe (Andy Woodworth, for local stuff especially) http://agnosticmaybe.wordpress.com

In the Library with the Lead Pipe (Brett Bonfield and many contributors) www.inthelibrarywiththeleadpipe.org Δ

Upcoming Issue Themes

Winter 2011-2012
Policy Making

(Online access, Social media, Intellectual freedom, Usage, etc.)

Propose by Oct. 3

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

If your idea is approved, the editor will arrange details for your assignment.