

Fall 2012

Mobile Library Initiatives

Vol. 10, No. 3



## LibraryLinkNJ's Mobile Website & App Pilot Project

*By Sophie Brookover,  
Program Coordinator and  
Social Media Manager,  
LibraryLinkNJ*

The reasons to launch a New Jersey Libraries-on-the-Go mobile-device project were crystal clear to us at LibraryLinkNJ: According to a 2011 Pew Internet and American Life Project study, 302.9 million Americans—84% of the total U.S. population!—are mobile subscribers. By 2015, U.S. mobile internet users are expected to surpass desktop internet users.

That's a huge number of present and future library users living, working, playing, and learning in the mobile space. The time for



*Mobile devices are hot!*

libraries to make their services, programs, and collections mobile-friendly is *now*.

To foster the development of mobile presences for libraries, and to encourage participation among both newcomers and early adopters of mobile web-

sites and apps, we created a two-pronged approach for this project (<http://librarylinknj.org/content/librarylinknj-mobile-pilot-project-fy2012>). Member libraries were eligible to apply for one of two options:

- A subsidy to defray the cost of a vendor-developed native app and/or mobile website, or

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## Monmouth University Library's Website Upgrades to 'Responsive Web Design'

*By Matthew Doyle, Specialist Librarian, and George Germek, Associate Librarian, Special Collections and Reference, Monmouth University Library*

We weren't surprised to learn that most students and faculty at Monmouth University agreed that the MU Library website was outdated and in need of revision (<http://library.monmouth.edu>). Its aged appearance and dysfunctional front end no

longer effectively served their needs. What's more, it did not reflect the university's progression toward areas in digitization, digital collections, and distance learning.

For 7 years, the website had just been cobbled together. Information was buried, links led to incorrect or out-of-date materials, and the overall user experience was not always pleasant. But because college libraries' websites are among the most complicated

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## Message from the PRESIDENT

### Finding the Perfect Fit

#### Installation Speech of 2012–2013 President Karen Klapperstuck

*[Klapperstuck originally gave this speech during the NJLA Annual Conference in June.]*

Thank you. I hope that you are all enjoying your lunch. A lot of what I am going to say today will end up being a story and hopefully it will mean something at the end of that story.

The first time Pat [Tumulty] and I ever presented together, we were with Connie Paul and we were in Boston for PLA in 2006 talking about the Emerging Leaders program that we started here in New Jersey. And before we began our presentation I had bought shoes I was very excited about, which is not a surprise to anyone who knows that I have been shoe shopping this whole last week, and Pat made me come to the front of the stage in front of about 200 people at PLA, the first time I had been speaking at a national conference, to show everyone my shoes. But I'm sure that we all know that feeling, when you go shopping for something, whether it's shoes, or a dress, or a house, even a job, that you have this feeling that it is just right. That there isn't anything else that you could really be looking for, that this is the perfect fit for you. In a way, that feeling is always somewhat magical. You can't replace it. And the first time you wear that dress, or you move into that house, or you drive that car, that's magical. It's something spectacular when you find that fit.

And I think that feeling is something we're all striving for in our libraries, to be a perfect fit in our communities, to serve the communities where we are, but also for us as professionals to find our fit within this association and this profession.

All libraries are the same only in that they are called libraries. I think that we all know that you go into every library

and there is a unique flavor that comes with that library. Yes, we are all libraries but we are all positioned to offer something to our community that no other library could offer. One size does not fit all. You can't go from one place to another and offer the same exact service; it won't work the same way.

For instance, in Monroe we've been making these ebook outreach visits to the 13 active adult communities we have in Monroe. We go to the communities, we go to their clubhouses. We talk about ebooks and the library's offerings and how to actually get those ebooks onto your device. And it works for us because we have a large senior population. When we go to these places, the seniors are always really happy that we have come to them with the service, showing them how to do something that maybe their friends and family and other people they know don't have the knowledge or patience to help them with. But that's not something that would work in a community that doesn't have those active adult communities. You don't have the luxury of a clubhouse to go to in every development, in every town or city in the state. So it works for us in Monroe but part of why it works is because it is so authentic; it's so true to what Monroe does. We know that we have a senior population that is sizeable and so we do try and cater to that population.

And so I think that you have to be authentic in what you offer in your library. Is it personal? Do the people that you serve care about it? And is it believable? If we started offering, and we've tried, to offer things that are not necessarily geared toward the seniors and they don't always go so well. You try things but no one buys that you are offering that, so we stop offering that. And that's OK too. All of us select these things that we have, whether it's brands or stores that we shop in, places that we go because of how we feel when we are there. And that is what we want to do in our libraries. You want people to come to your library and feel welcome and [feel] like they can do the things that

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**New Jersey Libraries NEWSletter**  
is published quarterly.

**To contribute, contact**  
Editor Kathy Dempsey at  
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Submissions will be due  
on January 19 (Spring issue);  
April 19 (Summer); July 19 (Fall);  
and October 19 (Winter).

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The New Jersey Libraries NEWSletter shall provide news of the New Jersey Library Association and information about statewide, regional, and local library activities. News shall be as current as possible within the constraints of the publication schedule and the publication will serve as an archival record of significant and lasting library issues and topics. The New Jersey Libraries NEWSletter shall provide reports from officers, committees, roundtables, sections, and other units of the NJ Library Association. It shall also publish reports on trends and practices in the library profession and articles on topics of interest to the New Jersey library community. Ephemeral issues and time-sensitive topics will be covered in the listserv or the Association website.

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## Letter from the EXECUTIVE DIRECTOR

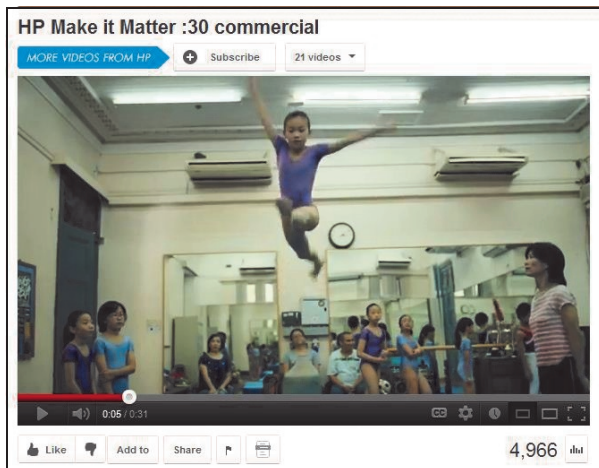


### The Power of People

I am not usually one who pays attention to commercials on TV. For better or worse, I don't think they influence my purchasing decisions. However, one commercial from HP (a technology company) has gotten my attention. The initial scenes of the commercial focus on people doing all kinds of activities, like a little girl walking on a balance beam. (Yes, I watched a lot of the Olympics!) I was initially drawn into the commercial by the portrayals of the individuals.

project assists librarians with developing mobile apps for their libraries. Mobile apps are a natural extension of library services in the 21st century. And it is the people of the library community in New Jersey who make the difference, especially those who embrace innovation for a positive change. As HP says, "It is the power of people that makes the difference, not the technology."

The commercial includes the line, "You do what you do because it matters." Yes, I truly believe that we also share that vision with HP. New Jersey librari-



*This HP television commercial (also online at <http://www.youtube.com/watch?v=Cbsu8B5nKA>) makes the point that people power matters more than technology. The same idea applies in our libraries.*

By looking a little further, I found several themes in this commercial that relate directly to the expanding roles our libraries are undertaking through mobile initiatives. As we develop these new services, our libraries are no longer constrained by the physical four walls of the facility; instead, they're expanded to have a far greater community reach.

As HP says, it is about the power of people. Technology is the tool. People make it happen. And that's where you come in. Librarians throughout New Jersey are using their initiative and imagination to develop expanded services for their communities through technology. You are driving innovation and change.

LibraryLinkNJ's Mobile Pilot "New Jersey Libraries-on-the-Go" is an excellent example of this drive for innovation. This

ans do what they do because they are committed to serving their communities. Your expertise matters greatly to the vitality of your communities. It is your skills as a 21st-century librarian that makes a tremendous difference in the lives of the people you serve.

Bottom line: *You matter.*

Unfortunately, I have heard some who question the relevance of libraries in the 21st century. After all, they say, everyone has technology, don't they? HP, a technology company, has it right. It is the people, not the technology, that make the difference. The human connection is still the most powerful "app" of them all.

**Pat Tumulty**



## Note from the EDITOR

### How Mobile Are You?

Are you one of those people who just waves off mobile devices as something you don't need or want? You know, the ones who say, "I'm on the computer enough as it is, I don't need to carry around a little device to check email all the time." Or are you the type whose smartphone has become such a part of life that it's practically an appendage? Not that many years ago, I was one of the former. Thanks in part to my super-techie husband always foisting new devices on me, I'm now one of the latter. My Android phone delivers my email, feeds my Facebook addiction, identifies and plays songs, and takes great pictures, among other functions. While I still don't care to deal with bleeding-edge tech, I have to admit: I used to think "those fancy phones" were ridiculous, and now I feel withdrawal symptoms if mine is more than 10 feet away.

While I'd guess the majority of NJLA members lie somewhere between those two extremes, we have to remember that library decisions are not about whether we like or use internet-enabled phones, tablet PCs, apps, QR codes, or tiny cameras. We need to be delivering our services on whatever platforms and hardware *our customers* use. And recent studies (some of which are cited in this issue) prove that mobile is used very widely. Universities, especially, cannot escape the huge and growing user group. You might bemoan the idea of "those darn kids" trying to do research on their tiny phones, but they are. And we can't stop them—in fact, we need to accommodate them, ASAP.

Happily, this issue's articles will give you hope, and instructions, and support, and links. Reading them will teach you about pilot projects, responsive web design, and even mobile marketing. And don't miss your introduction to our new NJLA President, who's pretty darn techie herself.

When you need info about the latest tech and trends, NJLA is here to help.

**Kathy Dempsey**



(Continued from page 1)

### ... LibraryLink NJ's Mobile ... Pilot Project

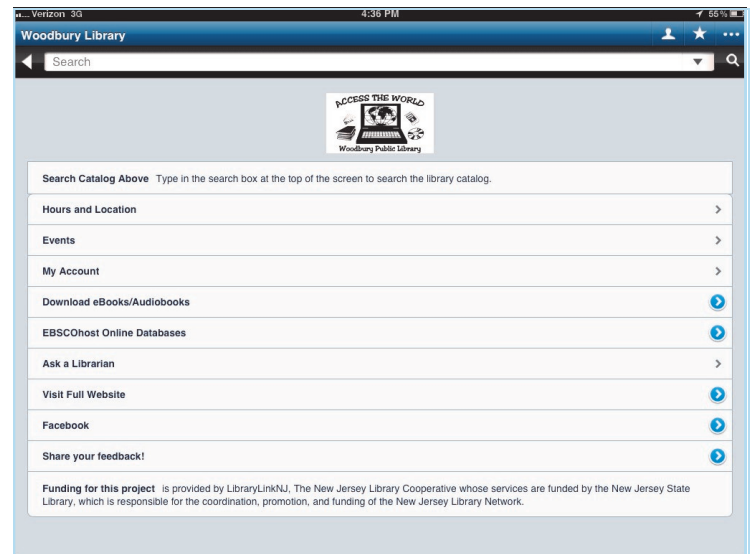
- Funding to subsidize the cost of expanding, marketing, and/or evaluating the effectiveness of their mobile strategies

#### Results of LibraryLinkNJ's First Statewide Project

Early this year, LibraryLinkNJ awarded 23 mobile-project contracts and distributed \$85,000 in subsidies to organizations encompassing 129 libraries in 16 counties. These included county library systems, municipal public libraries, public and school library consortia, and university libraries. Seventeen participants worked with one of the three vendors that LibraryLinkNJ staff vetted and selected for this project—Infor, Boopsie, and Library Anywhere—to develop mobile websites, native library apps, or both. Six participants applied subsidies to expand, promote, or evaluate their current mobile initiatives.

Atlantic County Library System ([www.atlanticlibrary.org/app/index.asp](http://www.atlanticlibrary.org/app/index.asp)) launched its mobile app developed with Boopsie, as did the Cheng Library of William Paterson University ([www.wpunj.edu/library/mobile.dot](http://www.wpunj.edu/library/mobile.dot); see screen capture below). Cheng Mobile Project Director Kurt Wagner plans to launch a survey in late fall to measure the use of the service by library patrons. Vineland and Haddon Heights PLs also worked with Boopsie to develop their apps, available for free in the iTunes and Google Play stores. Vineland Project Lead Christine Koehler expressed her library's appreciation for NJ Libraries On-The-Go: "We're all really excited about this, even staff not completely familiar with mobile technology. It's a great offering to our existing patrons, and a wonderful way to entice others to use our library." Haddon Heights Director Christopher Walter called the project a "no-brainer," elaborating, "Our staff cannot wait to be able to offer this new technology to our patrons, who have been asking about an app for a while now."

Both Drew University ([www.drew.edu/library/2012/04/drew-libraryanywhere-the-library-in-your-pocket](http://www.drew.edu/library/2012/04/drew-libraryanywhere-the-library-in-your-pocket)) and LOGIN



Woodbury's mobile site, created with Library Anywhere tools

([www.login-libraries.org](http://www.login-libraries.org)), the Libraries of Gloucester/Salem Information Network, worked with Library Anywhere to create mobile websites. Gloucester County Library System Director and LOGIN President Anne Wodnick says her members were delighted that "Library Anywhere was able to produce individual mobile websites for all 20 members of our consortium, which represents a wide variety of sizes and types of library. According to our statistics, hundreds of people are using the mobile sites, so we know that this is what our communities expect and we're thrilled that we're able to provide it."

#### Phase One Vendors

##### Boopsie for Libraries

[www.boopsie.com/library](http://www.boopsie.com/library)

##### Infor's NOW product

[www.nowinthelibrary.com](http://www.nowinthelibrary.com)

##### Library Anywhere

[www.librarything.com/forlibraries](http://www.librarything.com/forlibraries)

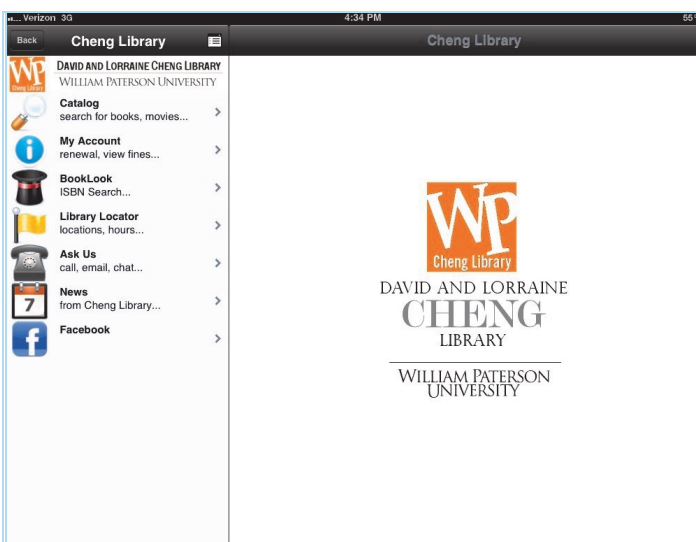
BELS (<http://belsnj.org>), a consortium of school libraries in Bergen, Essex, Hudson, and Passaic counties, opted to work with Infor to develop a mobile website (<http://bels.amobileapp4.com>). BELS Coordinator Phillip Berg noted that "The development process was fantastically smooth. This project enabled us to make the BELS website mobile-ready nearly 2 years ahead of our previous schedule." Berg plans to promote the mobile website with BELS members, faculty, and students in the new school year.

Library mobile publicity abounds. The Scotch Plains Public Library launched its app in June with two technology open house events called Gadgets & Gizmos. In its first month of use, Berkeley Heights Public Library's app has seen nearly 21,000 queries, with the largest increase in use coming from iPad users. Maplewood PL Director Sarah Lester sees their app holding appeal especially for the under-30 demographic and shares, "It's part of their lives to use apps for everything. And it really does open up that demographic for us to make it so the library is really accessible for them."

#### Onward to Phase Two!

The LibraryLinkNJ Executive Board approved \$100,000 to re-fund the New Jersey Libraries On-The-Go program in

(Continued on page 5)



This is the opening screen of William Patterson University's Cheng Library mobile site.



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### ... LibraryLink NJ's Mobile ... Pilot Project

Fiscal Year 2013, with an expected application launch of mid-fall 2012. Members who were not ready to apply in FY12 will benefit from the results of the first cohort of participants.

The next phase of the project will include the original two-prong approach, although libraries that received contract awards in the first round of funding are not eligible to apply for the second. LibraryLinkNJ staff will retain the current project vendors and will investigate other options with intent to expand the vendor list, including library ILS options.

LibraryLinkNJ Executive Director Cheryl O'Connor is looking

forward to the next phase: "The scope and creativity of the first set of mobile projects were so impressive. I know there will be many excellent applications in the second round!"

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*LibraryLinkNJ, The New Jersey Library Cooperative, and its services are funded by the New Jersey State Library, which is responsible for the coordination, promotion, and funding of the New Jersey Library Network.*

▲

## Sidebar How One Urban Library Went Mobile

*By Lina Belkewitch, Coordinator of PR and Community Outreach, East Orange Public Library*

While trying to accomplish one of our goals at East Orange Public Library, ensuring that our community has access to emerging trends in technology, we found ourselves challenged to increase our web resources.

"Everyone lives on their mobile phones and devices these days, so we knew we had to move forward with mobile technologies," stated Carolyn Ryan Reed, Director of Library Services. "But like most urban libraries in this economic climate, we were struggling to find a way to fund our own project."

But while we were exploring, our customers were marching on. According to Jenny Tong, Head of the Technology and Technical Services department, "Our web statistics showed that while less than 100 customers tried to access internet services through mobile devices in late 2009, that number climbed dramatically to 2,324 in 2011, a 2,400% increase, showing that customers were desperately trying to keep up with the national thirst for mobile technology."



*East Orange PL has a section on its website that demos its mobile app.*

At this time, LibraryLinkNJ announced its mobile pilot project, New Jersey Libraries-On-The-Go. Using our statistics, East Orange created a strong application and was accepted into the project. Tong pulled together a team of key staff members in the organization who were tech savvy and formed a committee that worked on the vendor selection and marketing plan.

"There are ways libraries can advance and offer their customers new services and technologies," confirms Reed. "First you have to keep yourself aware of opportunities, and second, not be afraid to go after them." Check out <http://eoopl.boopsie.com>.

**Lina A. Belkewitch** is the Coordinator of Public Relations and Community Outreach at East Orange Public Library and has been marketing libraries for the past 10 years. Prior to that she worked in hospitals marketing healthcare for over 15 years. Lina has a B.A. from Kean College of New Jersey (now Kean University) in Union. Her email address is [lbelkewitch@eoopl.org](mailto:lbelkewitch@eoopl.org). ▲

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### ... Message from the President

they need to do because who goes back to a store where you've had a really negative customer service experience? You might go back, but the whole time you're thinking, "I can't believe I'm coming back to this store. I don't want to come here." How many of us have not heard that story from somebody about their librarian when they were a kid that was mean to them or even as an adult that made them feel bad that they had overdue books and fines? We have to think about how people feel when they are in our libraries in order to help achieve this perfect fit in our communities.

Because of this, regardless of what community you're serving, whether it's a school, a university, a small town, or a big city, even though we're all libraries you really do have something unique you can offer your community. But, as I said, it has to be authentic and it has to match your mission and values of your organization.

**The same can be said about finding your perfect fit in your career, in your library.** I don't think that as many people are as lucky as I have been in the places that I have worked. My first job out of library school, I went on an interview with four women I had never met before and I left there thinking, "This is absolutely the place that I want to work. This is where I can do the most good at this time." And it has continued. I am also in such a good place now that I can't imagine being someplace else.

Not everyone has that luxury of being able to work someplace where they feel they are a perfect fit for that institution; that they have something that they can offer. So for a lot of people, that comes from your participation in NJLA. As Susan [O'Neal] was saying, sometimes you go to work and you have "work-work" that you can do or you have "NJLA work" that you can do, and usually the NJLA work, even though it's work, is more fun. Or at least it is something that you can say, "I can do this and it will be done" or "It will affect this number of things," whereas the tasks in our own libraries are not always the most pleasant things to deal with. So even in our libraries as we cross-train people, there are still those go-to people that you know you can count on for that particular thing, whether it's the ebook training or it's the person that always knows how to make sure the projector works properly in the meeting room. These are important skills for people to be able to offer.

As Susan was saying (and it's appreciated), I have many talents to offer. It's interesting that you really just have to find what those talents are. My mom, when I first became a librarian, told me, "It's so interesting to think about you as a librarian, because it really is a calling for you." And so it is one of the things I think about when I think about the association, that being a librarian is a calling for a lot of us. Even if in your library there are budget cuts, staff cuts, there are a lot of other things you can do in this profession.

There are a number of reasons why NJLA has helped me find my perfect fit in this profession. One is that it is a good way to stay informed and up to date not only with what's going on in the state but also in the country with ALA and other associations. It has developed a professional network for me. As Susan was saying, you don't realize until things are

going wrong how much help that you really do need. When things are going well, it's easy to say, "Oh yeah, I got that. I can take care of that too." But it's when things start to go really wrong that you say, "Oh I do need help."

At one point in my last library, we had the police come and they were going to seize a computer and they didn't have the proper documentation. I told them that but they weren't listening. So on a Friday night in November, I think it might have been raining, it wasn't a pleasant night, at about 7:00 I called the NJLA office and Pat answered the phone. On a Friday night. What I mean is there are not a lot of professions with associations that, where if you need something after hours, you will find a person in that office who will actually talk to you, not a recording that will say "Someone will be available to help you on Monday." If something is happening right now and I need help right now, this is [support] that this association really has provided.

The other thing is a personal network. It gives you an opportunity to work with librarians you might not get to interact with in your regular library. In libraries, we're all insulated with the staff that we work with; if you are in a small building that is a handful of people. Sometimes you just need to talk to someone who doesn't know the back story of that patron or that councilperson or that mayor. It does provide you with an opportunity. I feel very grateful that there are a lot of people in this room that I consider friends, even if it is not something related to work that I could call them and say "Hey, I need this" or "Could you please help me with this?"

So what does all this mean for the coming year when I am your president? I want you to think about this idea of being a perfect fit in a couple of different ways. First is to think about how to create a more perfect fit for your library in your community. Maybe offer new services or modify existing services to better match your mission or vision. But I also want you to remember that each of you is uniquely qualified to offer something that no one else can offer in your library and in this association and that is you. As I tell the Emerging Leaders each year, you have the ability to change this association. Very rarely will someone on the Executive Board or Pat tell you "No." If you come in and say "I have this idea and I'd really like to ...," no one is going to say no to you, but you have to be willing to do the work. You can't just come in and say, "I have this great idea and Norma [Blake] should do it." I think we need to remember that this is *our* association and as your president, and as people on your executive board, we are your agents. So if there is something you think needs to be done, it's fine that you make that suggestion but also be willing to be on that committee or taskforce to make sure that it gets done.

I've seen it in the years I've been in NJLA. I was in Emerging Leaders in 2002, which was the first year we offered Emerging Leaders. We've also had numerous Academies of Library Leadership and other leadership training. There are a lot of people in this room that have been through those programs and have benefited from those programs, completely changing the committees and sections of this association. So that you can't go to a meeting without seeing somebody who has stepped up and said, "I want to be involved in this association." Part of the strength of NJLA is all of you and all of us working together to try and find our perfect fit.

Thank you, everyone.

**Karen Klapperstuck**

(Continued from page 1)

### ... Monmouth University ... 'Responsive Web Design'

on campuses, they are typically the least updated. And today, we must think beyond user access as being limited to traditional desktop displays and must now consider that more and more students are using the mobile browsers in their smartphones, and in iPads and Android tablets. These issues conspire to make library website overhaul projects anything but quick and easy.

This summer, we faced a number of issues trying to get the MU Library's web presence up to par. Careful research revealed that future flexibility and upgradability would drive our decisions toward a Content Management System (CMS). Wordpress, Drupal and Joomla—all leading CMSs



Illustration by Matthew Doyle

used at colleges around the nation—all have plusses and minuses. After careful consideration, we eliminated Joomla. Wordpress offered out-of-the-box ease of use, but Drupal

boasted future flexibility and a worldwide support community. We decided on Drupal, chiefly due to its easy-to-upgrade customization to satisfy mobile access needs.

We already had a custom, scaled-down mobile version of our site, but we felt it looked ungainly. While we were researching ways to enhance mobile site display, we discovered "responsive web design" (RWD), a new trend that you can expect to be hearing a lot about over the next few years. As of July, we at MU Library have built two sites in Drupal using responsive base themes, and we're planning usability studies this summer. After applying the findings to the site's design and structure, we plan to go live during the Fall 2012 semester.

#### How Responsive Web Design Makes Sites Better

Keeping up with the plethora of devices currently being used to access the internet is no small task. Students and faculty are doing research on phones, tablets, supersized laptops, netbooks, standard desktops, televisions, and whatever clever devices that suddenly emerge. Yet most libraries are still designing websites that focus solely on the lowest common denominator—the desktop. But as the list of devices continues to grow, can we really be expected to design a site for each of these? Yes we can, thanks to RWD.

Responsive web design allows devices to automatically adapt to the size of the screen that a site is being displayed on, thus providing perfect layout presentation without any input from the user. We hope that by applying responsive design, our users' overall experience with our website will be improved regardless of the device it's viewed on. Instead of making the user zoom, scroll, and squint until he or she

can read effectively, responsive design codes will automatically adjust to any screen size, and will even handle devices that switch from landscape to vertical layouts.

How does it work? Responsive web design is the result of a CSS3 module called Media Queries, which allows you to set "breakpoints." These breakpoint values have ranges for specific devices or browser window sizes. When a breakpoint range is crossed, the CSS is called upon to style the layout accordingly. This leads to an automatic, completely fluid page display that adapts to various screen and browser sizes.

What does this mean for libraries and mobile access? Well, it likely means abandoning unstable sites that were built for mobile access and adopting a new approach to web design. Moreover, it means that web development librarians can stop worrying about the growing number of users who access library research pages with hand-held devices. Using responsive web design takes the hassle and worry out of mobile site access because it allows you to build a single site for all devices great and small.

So how can you incorporate RWD into your site? If you're using a CMS, chances are it may only be a matter of using a new theme. Explore a bit and you'll see that there's currently a lot of talent and effort used to design themes around responsive layouts. A quick look at themes on Drupal ([www.drupal.org](http://www.drupal.org)) or Wordpress ([www.wordpress.org](http://www.wordpress.org)) will show you a number of choices. (Resize your browser window to see the design respond.) For an interactive example of how responsive web design works, view the experiment at [www.thismanslife.co.uk/projects/lab/responsiveillustration](http://www.thismanslife.co.uk/projects/lab/responsiveillustration).

With these new tools, right out of the box you can have a responsive layout that just needs minor customization to become the website of your library's future.

#### More About Responsive Web Design

HigherEd RWD Directory  
<http://weedygarden.net/highered-rwd-directory>

"15 Fabulous Responsive Sites for your Inspiration"  
[www.netmagazine.com/features/15-fabulous-responsive-sites-your-inspiration](http://www.netmagazine.com/features/15-fabulous-responsive-sites-your-inspiration)

*Responsive Web Design* by Ethan Marcotte  
[www.abookapart.com/products/responsive-web-design](http://www.abookapart.com/products/responsive-web-design)

"Responsive Web Design: What it is and how to use it"  
<http://coding.smashingmagazine.com/2011/01/12/guidelines-for-responsive-web-design>

**Matthew Doyle** is Reference and Instruction Librarian and Interim Systems Librarian at Monmouth University in West Long Branch. He holds an M.L.I.S. from Rutgers School of Communication and Information in New Brunswick. He is currently redesigning the library website. His email address is [mdoyle@monmouth.edu](mailto:mdoyle@monmouth.edu). **George Germek** is Associate Librarian, Special Collections and Reference at Monmouth University. He holds an M.L.I.S. and an M.A. in English from Rutgers University in New Brunswick. He is a coordinator and consultant on this website redesign process. His email address is [ggermek@monmouth.edu](mailto:ggermek@monmouth.edu). ▲



# Promoting Middletown Township Library's Mobile App

By Kevin Unrath, Principal Librarian, Borrower Services,  
Middletown Township Public Library

After receiving a grant from LibraryLinkNJ to promote our Boopsie mobile app, we at Middletown Township Public Library knew we wanted to try something different. For one thing, we had \$3,750 to spend on marketing! For another, we reasoned that our usual approach of in-house, press-release, and on-the-website promotion would reach only some of our patron base, and we wanted to reach as many residents who owned smart phones and tablets as possible.

Our first step was assembling a team from throughout the library to brainstorm ways to reach these residents. The team approach also allowed us to divide the work into manageable segments.

The team then researched which members of the community were likely to use mobile devices. According to recent Nielsen Survey results, "New U.S. Smartphone Growth by Age and Income," phone owners skew heavily toward the younger and more affluent categories (<http://tinyurl.com/872nlwy>). Being younger than 45 or making more than \$50,000 per year are both likely indicators of smartphone ownership. The same holds true for tablets, according to Pew Research Center's "A Snapshot of E-reader and Tablet Owners" (<http://tinyurl.com/c7y87e5>).

Researchers at DePaul University also showed in their "Staying Connected *En Route*" study that commuters were increasingly using mobile technology to make travel time more productive (<http://tinyurl.com/c4d3jnn> and <http://tinyurl.com/bupz3td>). Use of mobile devices during train commutes increased from 26% in 2009 to 38% in 2011, and the most popular devices being used were smartphones and tablets.

Our research indicated a clear path forward. We decided to focus on reaching the following groups:

- Younger residents—under 45 years old
- Commuters—from Middletown to New York City & Northern New Jersey
- Mobile enthusiasts—library patrons who owned smartphones or tablets

For the younger residents, we'd utilize targeted online advertising. For commuters, we'd purchase advertising at one of the local commuter stations. For mobile enthusiasts, we'd create in-house marketing materials that would allow for speedy downloading of the app.

We decided to reach out to younger Middletown residents through Google AdWords and Facebook Ads. Online advertis-

ing is a good fit for this demographic since it can be tailored to reach specific groups based on age and location.

Creating ads with Facebook and Google is more straightforward than you might expect. If your library has a Facebook or Google+ presence, you are off to a good start: Your login for these accounts can also serve as your login for ad creation and management. If not, you can create free accounts. For both sites, you pay based on how many people click on your ad, and you can set your budget as low as want it to be, both on a per-day basis and on a total-cost basis.

However, to maximize the number of times your ad appears, you have to increase what you are willing to pay: You must bid against other advertisers. Over the course of Middle-

town's advertising campaign, our average cost-per-click was 54 cents, and we set up our ads on both sites to automate bid levels so that we'd spend our budget by campaign's end. (Facebook and Google provide great information regarding advertising, so rather than go over the details, I will describe the highlights of working with each site below and refer you to <http://adwords.google.com> and [www.facebook.com/advertising](http://www.facebook.com/advertising) for explanations of the inner workings.)

Our Facebook ad consisted of a small image (100 x 72 pixels), a title (up to 25 characters), and a description (up to 90 characters). Facebook ads can link to any URL or to your Facebook account. For promoting our mobile app, we linked to a page on our website from which users could download the app. Our ad was targeted to reach only 18- to 45-year-olds who resided in a Middletown ZIP code. (The targeting choices, like the budget, are part of the ad creation process.)

A Google AdWords advertisement consists of a title (up to 25 characters), a description (up to 70 characters), and a 35-character URL. Images are not part of basic Google ads. Our Google ad linked to the same page as the Facebook ad, and was again targeted at people aged 18-45 residing in Middletown. However, Google ads lets you further target users based on the keywords they use while searching. You can specify the exact keywords that will trigger your ad to appear, or let Google suggest keywords based on your ad's content. We used a combination of these two techniques.

To target commuters, we shopped around with the local train, ferry, and bus advertising companies and ended up selecting the Middletown train station as the most cost-effective solution based on price and number of people who would see the promotion. We worked with the advertising company's graphics department to develop a poster that would be eye-catching and would incorporate the campaign slogan we had developed, "In the Know, On the Go!"



Examples of our Facebook and Google ads

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### ... Promoting Middletown Twp. Library's Mobile App

We were so pleased with the results of the design that we went on to incorporate it, with minor modifications, into our design for floor rugs that were part of our in-house advertising campaign. [See photo on right.] We also borrowed some of the copy for our glossy bookmarks and smaller countertop signs that we used to reach in-library mobile enthusiasts.

What's the difference between the train station poster and the rugs? It's the URLs and QR codes we used. In order to measure the effectiveness of the three different advertising methods, we directed patrons to three different splash pages that appeared to be identical. That way, we could measure the response to the different ads based on the number of hits for each page, and thus determine the difference in their effectiveness.

The chart below shows the results after the first 2 months of promotion:

	Cost	Impressions (# times seen)	Conversions (# of clicks)	Cost per Impression	Cost per Conversion
Facebook Ads & Google AdWords	\$506	424,589	943	\$0.001	\$0.54
Train Station Poster	\$1,130	78,000	27	\$0.014	\$41.85
In House (Posters, Rugs, Bookmarks)	\$1,057	60,000	432	\$0.018	\$2.45

While the train station poster provided a good number of "impressions" (how many people saw the ad) and the in-house marketing got a good number of "conversions" (how many people clicked through to download the app), the online advertising provided far more value in both categories. This data not only helped us assess the success of the current campaign, it will also help us spend wisely in future marketing efforts. We plan to make more use of Facebook and Google to promote new programs and services, and we're also implementing a text message opt-in marketing campaign, following up on the success of the online ads.

Just as libraries have embraced online databases and ebooks for providing content, I hope that our work here in Middletown will encourage you to consider online promotion as part of your marketing mix in the future.

**Kevin Unrath** is Principal Librarian, Borrower Services, at Middletown Township Public Library. He holds an M.L.S. from the University of Illinois Urbana-Champaign and has worked on library promotional efforts throughout his career in both public and academic libraries. His email address is [kunrath@mtpl.org](mailto:kunrath@mtpl.org).



You can see the good placement of our train station poster in the shot above. Our printed rug is at the bottom. (Photos by Walter Johnson)

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## People & Places Around the State

### Honors and Awards

Congratulations to all the award winners announced at the NJLA Honors and Awards Reception during our June conference. A full list of winners is on our website at <http://tinyurl.com/dy7xpro>.

**Marianne I. Gaunt**, Vice President of Information Services and University Librarian, Rutgers University, has been given the Literary Lion Award for 2012 by the NJ Center for the Book. The award is presented each year to an individual who has demonstrated exceptional dedication to literacy, reading and print culture in New Jersey.

The **Institute of Jazz Studies**, based in the John Cotton Dana Library on the Rutgers–Newark campus, received a \$165,000 grant from the Council on Library and Information Resources for cataloging hidden special collections and archives.

**Sharon Karmazin**, retired Director of the East Brunswick PL, won a Tony Award as a producer of *Clybourne Park*, which won for best play on Broadway.

**Monmouth County Library** was honored by the Greater Monmouth Chamber of Commerce with a Circle of Excellence Public Service Award. The award, announced on June 6, recognizes the wide range of services and programs afforded by the Library.

**Lynne Oliver**, Director of the Morris County Library, was one of 14 librarians/food historians selected to participate in a week-long “Reading Historic Cookbooks” seminar at Harvard’s Schlesinger Library in June 2012.

**Scotch Plains PL** won a Big Read grant of \$5,000 from the National Endowment for the Arts for events centering on the book *In the Time of the Butterflies* by Julia Alvarez.

**Springfield PL** was the grand prize winner in the EMC Heritage Trust contest. The library will receive \$15,000 to be used for digitizing historical documents.

**Renee Becker Swartz**, Library Chair of Monmouth County Library, received the State Library’s 2012 NJ Library Champion award for all of her work for the libraries of New Jersey. Becker Swartz is also chair of the NJ Center for the Book and for many years was chair of the NJ State Library Advisory Council. She was appointed by the President of the U.S. to the Board of the IMLS from 2004–2008.



Renee Becker Swartz

**Betty Turock**, professor and Dean Emerita, Rutgers University, was awarded Honorary Membership in ALA on June 22 at the Opening General Session of the Annual Conference in Anaheim. This is the highest honor that ALA confers on any individual.

**Wyckoff PL** won a Big Read grant of \$7,500 from the National Endowment for the Arts for events centering on the book *Stories and Poems of Edgar Allan Poe*.

Several New Jersey libraries have won Teen Summer Internship Grants from YALSA (a division of ALA) and Dollar General. Each library will receive \$1,000 to help fund summer internships for teens. NJ winners are: **Barbara Mease**, Greenwich Branch, Gloucester County Library; **Samantha Marker**, Mount Laurel Library; and **Teresa Carlton**, Swedesboro Branch, Gloucester County Library.

### In the Media

**R. N. Sharma**, Dean of the Library at Monmouth University, has published his 12th book, *Libraries in the Early 21st Century: An International Perspective*, vol. 1, with IFLA (De Gruyter Saur). It is a collection of essays on international librarianship written by well-known library leaders, librarians, library educators, and information professionals from all over the world.

### Appointments and Elections

**Amy Beth** has been appointed Dean of Library Services for the Sidney Silverstein Library’s Paramus and Meadowlands campuses of Bergen Community College.

**John E. Buschman** has been appointed Dean of University Libraries at Seton Hall University.

**Trevor Dawes**, Director, Circulation Services Division at Princeton University, is the newly elected Vice-President/President-Elect of ACRL.



Amy Beth

**Cathi Finnen** is the new Consultant for Diversity and Adult Services at the State Library’s Library Development Bureau.

**Susan Fitchelberg**, Children’s Librarian at Woodbridge PL, was elected to the ALA Council.

**Judy Freeman**, former school librarian in Highland Park, was named to the 2014 Caldecott Committee.

**Mario Gonzalez**, Director of Passaic PL, was elected to the ALA Council.

**Stephanie Iberer** was named Director of the Lincoln Park PL.

**Kathleen Moeller-Peiffer**, of the State Library, was elected Secretary of the ACSLA board.

**Audra Osorio** has been promoted to Assistant Director/Head of Youth Services at the Mount Olive PL.

**Susanne Sacchetti** was named Director of the Deptford PL.

**Amy Sears**, Head of Youth Services at Teaneck PL, was named to the 2014 Newbery Committee.

### Celebrations

**Bergen Community College** is proud to announce that it opened a new library at its Lyndhurst/Meadowlands campus in Spring 2012.

**Camden City branch** of the Camden County Library was named in honor of Nilsa Cruz-Perez, the state’s first Hispanic Assemblywoman, who represented Camden City for many years.

**Cheng Library** at William Paterson University hosted a ribbon-cutting ceremony in March to celebrate the grand opening of

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"We should not be developing mobile sites as an afterthought or an addendum to our full, or desktop, sites. ... We should design [websites] primarily for the mobile experience."

Nina McHale at the LITA Top Tech Trends Panel at ALA 12, as reported in *Library Journal*, June 28, 2012  
<http://tinyurl.com/cumkr5t>



NJ Libraries NEWSletter is a publication of THE NEW JERSEY LIBRARY ASSOCIATION

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## ... People & Places Around the State

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both the Nexus room in the Periodicals Department and the Preview room in Media Services.

**Emerson PL** celebrated the re-opening of its building in May 2012.

**Franklin Township PL** celebrated the opening of the Franklin Park Branch in the Franklin Towne Center Mall in June 2012.

### Resignations and Retirements

**Norma Blake** has retired as New Jersey State Librarian. Taking her place is **Mary L. Chute**. Chute was formerly the Deputy Director for Libraries at the Institute of Museum and Library Services in Washington, D.C. She assumed the post in July.



Mary L. Chute

**Jessica Myers** has retired from Plainfield PL.

**Elaine Reise** retired as Senior Librarian from Montville PL.

**Maureen Ritter** retired as Supervising Librarian from Newark PL.

**Donna Soffe** has retired from Cape May County Library.

**Arn Winter** retired as Director of Deptford PL.

### Deaths

**Nick Yovnello**, Assistant Director and Head of Technical Services at Rowan University Library, was killed in a car accident in July. Nick also served as president of the New Jersey Council for State College Locals.

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

## Write for the Next Issue

Winter 2012-13

### Finding Your Perfect Fit

(How to help your library fit its users; or how your talents help you fit the field / organization / association)

### Propose by Oct. 1

Members: To contribute an article, just email a proposal to  
[newsletter\\_editor@njla.org](mailto:newsletter_editor@njla.org)!

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