

Summer 2012

Let's Give Them
Something to Talk About

Vol. 10, No. 2



'Book Buddies' Project Joins Teens and Kids

By Mark Amorosi, Assistant Public Relations Officer, Camden County Library System

It started 2 years ago at the Voorhees branch of the Camden County Library System (www.camdencountylibrary.org) and has spread to five of its branches. It's a concept and practice that goes back to the one-room schoolhouse. Aptly named, our Book Buddies program involves older kids helping to teach younger kids the fun and joy of reading.

These program participants meet monthly at the Bellmawr, Gloucester Twp., Haddon Twp., South County, and Voorhees branches of



Volunteer Colin Coard reads to his buddy Keenan Clymer at the M. Allan Vogelson Regional Branch Library in Voorhees.

the county library system. The details and approach vary from branch to branch de-

pending on the individual librarian who organizes each program, but they all share the same dynamic: Teens and 'tweens volunteer their time to work with younger kids who are eager to get the attention of the big kids, their reading buddies.

The ages of the children invited to participate range between 3 and

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Building Community via Cable TV Shows

By Seth Stephens, Director, Jefferson Township Public Library

If your town has a local cable TV channel, it may be a great opportunity for you to begin talking things over with your community.

In the fall of 1996, I was introduced to my town's cable TV channel when it was filming a library event and needed a roving host. Although I had no experience with TV, I knew that

free TV time for the library was an invaluable opportunity that shouldn't be wasted. Subsequently, I spent the rest of that 1996 evening talking to anyone and everyone, and having it all recorded on video.

This was the beginning of my impromptu career as a host on Jefferson Highlights, my community's own cable TV program.

In the following years, I would occasionally appear on

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Message from the PRESIDENT

Save Libraries = Build Community = Save Libraries

One of the most resonating themes about libraries is that they are at the heart of their communities, their towns, their campuses, their schools. The library as the hub where people come together is the newest, and perhaps the most powerful, of library roles, and is a primary characteristic of 21st-century libraries. When that is combined with the traditional role of creating opportunities for lifelong learning, the library has the potential to be seen as more important than ever before.

Sometimes referred to as a "learning commons" in many college and university libraries, students are discovering community spaces that have been re-designed to better accommodate study and collaboration. Public libraries are starting to emulate this design, with projects for teens in Chicago (www.youmedia.org) and Brooklyn as leading examples. In fact, the Institute of Museum and Library Services is offering up to \$100,000 grants for similar projects (www.imls.gov/applicants/detail.aspx?GrantId=20). These grants were created following extensive, credible research by the MacArthur Foundation on how young people learn. Even without a boost from grant funds, we should all be taking note and rethinking teen spaces.

Oftentimes, the community hub is an informal one with serendipity at the core. It comes from our language conversation groups, knitting circles, Scrabble and chess clubs, discussion groups, Lego programs, and memoir writing groups. Such a hub can be formed when we increase children's confidence and build their vocabulary and speech skills by having them read to non-judgmental

strangers (perhaps teens, elders, or even a therapy dog). Our public libraries in NJ are buzzing with community-building activities.

Countering the trend on building community is the closing of many school libraries. Current research conducted at Rutgers by the Center for International Scholarship in School Libraries (CISSL), on behalf of the NJ Association of School Librarians, concludes that school libraries improve the intellectual life of the community at large. Students in the study who used school libraries underwent a significant conceptual change regarding information. The study's Phase Two report, completed last year, states that "school libraries are not a dispensable add-on, frill, or luxury. They are an integral part of an education that is highly relevant to an Information Age." The full report, which should be required reading for every legislator, mayor, school superintendent, principal, and librarian in the state, is available at www.cissl.rutgers.edu.

Building community through the academic, public, or school library is not the hard part. We're getting better at telling the stories of how we change people's lives and build a base of learning that is indispensable for our future society. But, judging from the closings of public and school libraries, I'm not sure who is listening. NJLA does a good job of preaching to the choir. Now the choir members need to get up and shout, before it is too late.

Imagine your world without libraries. One of the major lights in the community would go out, leaving the people in a sea of information without guidance. We cannot let this happen.

Susan O'Neal

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Letter from the EXECUTIVE DIRECTOR



What's In a Name?

If you do a quick Wikipedia search for the word "library," you will find that it dates back thousands of years to approximately 2600 B.C. I am quite sure that no one would confuse our current libraries with those of antiquity but there are certainly similarities. When you say the word "library," most people have some visualization of what a library means to them.

Recently, I had the experience of attending a local city council meeting where the mayor decided to open formerly closed library branches, call them "learning centers," and have them staffed by volunteers. So it got me thinking about what's in a name. Can all of the services and programs of a true library be replaced by merely changing its name? And if so, what other names could we use? Maybe internet accessing center, storytelling corner, career resources facility, bestsellers warehouse, Barnes and Noble alternative ... you get the idea. Shouldn't the word "library" connote something special to a community and to the people we serve? This concept also goes for public, school, and academic libraries. Is there such a thing as a library brand? Is it a place that many try to duplicate but never actually can?

Or is changing the name of the building something like what goes on in the pharmaceutical industry, when they simply make a generic version? Like using generic drugs, can we get the same results at a lower cost? If it is cheaper to call the building with books a learning center, why not? Should a community that really needs good libraries avoid paying for them by calling them something else?

Those of us who work for libraries know that it's not always easy. There are many challenges. But do we do our jobs so well that most people think anyone can do this? Everything is on the internet anyway, and a library is just a room full of books, so how hard can it be? Can a community lower the cost by just using all volunteers and just calling it something else? What's in a name anyway? Wouldn't a rose by any other name smell just as sweet? (My apologies to Mr. Shakespeare)



to assist someone with a medical question, or the one who teaches a terrific literacy class, or the one who recommends the right book for a reluctant 5th-grade reader, is what makes the difference. It is the trained library staff that provides those services. *You* make the "library."

For thousands of years, services connected with the word "library" have evolved. It is not just a room full of books—it is a committed, trained staff that makes the difference. It is up to us to show our communities what they would be missing without great "library" service. If we don't, when we look up the word "library" in the future, Wikipedia just might define it as an archaic term because they've become extinct.

Pat Tumulty



Note from the EDITOR

How To Get Them Talking

In this issue, the theme is Let's Give Them Something to Talk About. The editorial board intended for it to encompass book discussion groups, community conversations, and the like. Thanks to member contributions, we got articles about a teen/child reading program, a local cable TV show, a set of communitywide programs for the elderly, and a collaborative author visit that had a town buzzing. These are all useful case studies, and we got a number of other interesting proposals that we couldn't fit. One angle we didn't cover is how to get people who *don't* use the library to start talking about it.

I've seen libraries of various types achieve this in different ways. Some take tables at farm fairs to give goodies and to ask passers-by to sign up for library cards. Some have pushed carts full of books and DVDs out into campus commons to encourage check-outs. Some have sent staff members into corporate meetings, inserted them into committees, or asked them to join clubs. Public and academic librarians have asked local leaders to pose for READ posters or to sign proclamations. In all of these activities, the common factor is to get out of your building or office and into your community.

The other main way to encourage conversation is, of course, online. Remember, it's not just about talking at or to people; it's about building relationships, going back and forth, and getting them to talk to others about your initiatives, events, ideas, and offerings. So in your blog posts, ask questions that encourage feedback. On Twitter and Facebook, don't just look for followers to comment on your posts; also follow others and comment on theirs.

Talking is always more satisfying when it's truly a two-way street. The most memorable conversations are about something surprising, fascinating, newsworthy, touching, useful, or funny. If you can present your library in that light, you'll really be giving people something to talk about.

Kathy Dempsey

(Continued from page 1)

... 'Book Buddies' Project Joins Teens and Kids

8 years old (that's determined by each branch). After pairing the teen and 'tween volunteers with the children, the programs typically involve the volunteer reading to or with his or her younger partner. Then some activity (game or craft) follows, with the teen helping the child, and usually the program concludes with the buddies sharing a snack. A parent or guardian is required to stay at the library during the program, but not necessarily in the same room or location as the book buddies.



*Teen volunteer Morgan Lorrilliere reads to her brother Hayden Lorrilliere at the M. Allan Vogelsson Regional Branch Library in Voorhees.
(Photos courtesy of Camden County Library System)*

Growing Popularity

The first Book Buddies program started meeting on a monthly basis at the library system's M. Allan Vogelsson Branch in Voorhees 2 years ago. It's been popular with the kids, teens, parents, and librarians as the programs have spread from branch to branch.

"We've gotten some great feedback about these program events from kids, participating teens/'tweens, and the parents," reports Teen Librarian Christen Orbanus, who collaborates with Children's Librarian Wendy Ensor at the Vogelsson Library in Voorhees to present the program each month.

"I can't comment on how many kids we've had participate over 2 years, but I do keep track of the teens since they are earning volunteer hours that they can use toward National Honor Society membership, for college recommendation letters, and community service projects. Since March of 2010, we've had 54 teen volunteers that have volunteered 143 hours," said Orbanus.

Youth Services Librarian Ann Marie Latini at the Gloucester Twp. branch said, "I believe it benefits both the big and little kids, and the little kids love the interaction with the older kids."

Barbara Ayes, Teen Librarian at the Bellmawr branch, concurs: "Book Buddies is one of our most successful programs, and my personal favorite!"

Programs Vary by Branch

The individual branches vary in their approach to Book Buddies. Some are a little more formal and structured while others are more relaxed and open.

At Bellmawr the "volunteens," as the staff likes to call them, have to attend a how-to session where they learn the basics. Teen Librarian Ayes explained, "I choose the books, but I want the kids to learn how to read so the volunteers must mention the book title, show pictures, and are free to use different voices for each character if they wish." She also gives her teen volunteers training in how to work with kids, especially in one-on-one situations or in small groups.

Book Buddies at Haddon Twp. takes a more casual approach, according to Teen Librarian Nasreen Ahmed, who recently moved to the new Rutgers branch in Camden. "At Haddon we would choose a handful of games and books and put them on a cart. The teen volunteers and younger readers would pair off, read two books, and then play a board game together. It's a self-directed activity where we want to promote social connections between older and younger peer groups." The program seeks to establish these connections and develop friendships around reading, explained Ahmed.

Children's Librarian Ensor, who collaborates on the program with Orbanus at Voorhees, pointed out: "The craft part of the program should not be overlooked as simply fun. It really allows the buddies to bond. They have a blast!"

Bellmawr librarian Ayes sums up the spirit of the programs, "It's all about big kids sharing their love of reading with the little kids."

**"It's all about big kids
sharing their love of reading
with the little kids."**

Mark Amorosi is Assistant Public Relations Officer at the Camden County Library System in Voorhees. He holds an M.A. in English from The College of New Jersey in Ewing. Amorosi has worked in public relations and media relations promoting libraries since 2006. His email address is mamorosi@camdencountylibrary.org. ▲

(Continued from page 1)

... Building Community via Cable TV Shows

Jefferson Highlights to publicize upcoming library programs and to talk about books. Soon I was asked to do a regular monthly program about the library. I thought that instead of just promoting library events, I would go a step further and use Jefferson Highlights to introduce interesting people to the community and to discuss library topics from a broader perspective.

Soon, I began recruiting potential guests to join me on Jefferson Highlights. That proved to be more difficult than I anticipated. Many people seem to have a fear of appearing on television. However, I persevered and have been able to recruit guests who've been willing to step in front of a camera.

One of my first guests was publishing consultant Lynne Scanlon, a Jefferson resident who was also writing a blog called "The Publishing Contrarian." I also invited Michael Stewart, the President of my Board of Trustees, because he and I had engaged in long conversations about the virtues and merits of blogs. The program was great. Even though the three of us were sitting in front of video cameras, we had a comfortable, and at times vigorous, conversation about the worthiness of blogs as medium for conveying information.

One Saturday when I arrived at Camp Jefferson, the location where Jefferson Highlights is filmed (in a makeshift studio that was once a cabin), I met another of the show's volunteer hosts, Ed O'Connor, who was scheduled to interview a group of friends that were making a rap album. Ed's filming had been cancelled because his guests were no-shows.

I began a conversation with Ed about the episode that I was going to be filming and quickly realized that Ed would be the perfect person to talk with about e-books. So, spontaneously, I

asked Ed if he would be my guest and as the cameras rolled we spoke about e-books and music; about the similarities between book publishing and music; and about the effects that downloading and copyright were having on both mediums. So rather than presenting the program I had prepared on downloading techniques, I presented a program on the ethics of downloading and copyright.

When the library was preparing to do an interior renovation, I interviewed Christine Williams, a trustee who was a major advocate for the project. While she and I began by speaking about the need for the renovation, it was through our exchange of thoughts on the design

that we explained how a few well-placed pieces of furniture and a creative use of colors and carpet patterns could create distinct areas within the library.

Sometimes I am able to turn a promotion for a library event into a conversation with the community. Last fall, Ron Mishkin, a geologist who had worked in the local mineral mines, did a program on his life as a mining geologist. To promote it, I asked Ron to be my guest on the show. While I intended to focus on his upcoming program, our conversation quickly became about how the mineral mining industry had affected the businesses and people of Jefferson.

As I consider the Jefferson Highlights episodes I have done and the ones I am planning, I realize that cable TV has become a valuable tool for demonstrating the intrinsic values of the public library and engaging the community in broad, meaningful conversations.

Seth Stephens has been Director of the Jefferson Township Public library since 1996. He has an M.L.S. from Rutgers, an M.A. from the University of Connecticut, and a B.A. from Upsala College. Stephens is especially grateful for the Jefferson Highlights volunteers who spend one Saturday morning a month behind the cameras, making him look good as he talks with community members. His email address is seth.stephens@jeffersonlibrary.net. ▲



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An Author Visit Gets Bernardsville Residents Talking

By Lia Carruthers, Youth Services Manager,
Bernardsville Public Library

For Summer Reading 2011, the Bernardsville Middle School suggested that students read Jordan Sonnenblik's *Drums, Girls and Dangerous Pie*, the story of a 13-year-old boy whose 5-year-old brother is diagnosed with leukemia. Funny at times, heart-wrenching at others, Sonnenblik's book is filled with discussion starters for families. In a follow-up to the Summer Reading suggestion, the school had booked Sonnenblik to speak that fall.

But come September, parents complained about the book choice. Parents did not like that their children were reading a book about a child with cancer. They did not want to answer questions about cancer, why children get cancer, or why people die. Some parents had cancer and did not want their children to worry. Whatever the reason, many parents were upset and did not want the school to invite Sonnenblik. So the school postponed his visit, indefinitely.

When I was a student of library science, my professors stressed the importance of intellectual freedom. They prepared us to fight in support of ALA's Library Bill of Rights. The ALA Freedom to Read Statement says: "We believe that free communication is essential to the preservation of a free society and a creative culture. We believe that these pressures toward conformity present the danger of limiting the range and variety of inquiry and expression on which our democracy and culture depend. We believe that every American community must jealously guard the freedom to publish and to circulate, in order to preserve its own freedom to read." (www.ala.org/offices/oif/statementspols/frstatement/freedomreadstatement)

I wanted to remedy this situation. My first discussion was with Karen Brodsky, my director. I asked for support to book Sonnenblik so that students and families who wanted to hear him speak could do so. She supported me completely. Then I called Sonnenblik and asked if he would be willing to come to our library. When I told him that I had no idea how much money I could get, or where I would find it, he agreed to be flexible. Then I called the Bernardsville Middle School principal to ask for her support. I wanted the school to be fully aware of my intentions and I did not want this to create a rift that would destroy the relationship between the public library and the local schools. Lynn Kratz, Bernardsville Middle School's principal, not only gave me the green light, she helped me secure funding for the visit through the Somerset Hills Municipal Alliance and Youth Services Commission.

Once I had Sonnenblik scheduled, I wanted to find a way to give parents a space to voice their concerns. I asked the author if he could do two programs for us: an adults-only meet-and-greet specifically geared toward parents and teachers, and a family program where he could speak about his writing process and inspiration for *Drums, Girls and Dangerous Pie*. He agreed.

With a supportive library staff, library board, Friends group, and the well wishes of the board of education, Jordan Son-

nenblik came to the Bernardsville Public Library on Jan. 12, 2012. The adults-only reception brought members of all the groups I just mentioned, as well as others from the community. There was no negativity. After a break between programs, I brought the author into our meeting room and discovered our staff members feverishly putting out more chairs as families streamed in. I was stunned. Our preregistration numbers had been average, but there were about 70 people in the room, at least double the preregistration count.

Sonnenblik spoke to the community graciously, with no mention of the cancelled program. He spoke directly to the students about how he started writing and why they needed to follow their dreams. He talked about the student who inspired him to write *Drums, Girls and Dangerous Pie*, and how she lost her brother just days before *Drums* was published. He was brilliant. He fielded questions from the students about the book and his research. Some students thanked him because they had similar experiences with cancer in their families.



The crowd interacted with teen-book author Jordan Sonnenblik at Bernardsville Public Library this past January.

Sonnenblik's talk brought families into the library to see that full disclosure to our children is not harmful, but that it provokes thoughtful questions that spur conversations of importance. I think ALA's Freedom to Read Statement says it best: "To some, much of modern expression is shocking. But is not much of life itself shocking? ... Parents and teachers have a responsibility to prepare the young to meet the diversity of experiences in life to which they will be exposed, as they have a responsibility to help them think critically for themselves."

Lia Carruthers is the Youth Services Manager at the Bernardsville Public Library. She holds an M.L.S. from Indiana University School of Library and Information Science in Bloomington. Her email address is lcarruthers@bernardsvillelibrary.org. ▲

A Tribute to Our Beloved Norma Blake

Tenacious advocate for every NJ library!
*Fran Kaufmann, Friends
of the Glen Rock Library*

**Best MLS Student,
Best State Librarian**
Dan O'Connor, Rutgers

Solid as a rock, our Norma
*Amira Unver,
College of Saint Elizabeth*

The original NJ Super Librarian
Michele Stricker, State Library

Long-time friend, great library supporter
S. Anita Talar, Seton Hall University

State Librarian Blake
hosts great breakfasts.
Joanne Cronin, Morris County Library

Norma and NJ libraries—perfect together
Peggy Cadigan, State Library

Served everyone in state; everyone grateful.
David Pinto, Richard Stockton College of New Jersey

Her enthusiasm makes New Jersey proud!
Barbara Battles, South Brunswick Public Library

Intrepid traveler, casual elegance, ready smile
Pat Whitehead, Monmouth County Library

Norma made a difference—in 3D!
Elaine Gaber, Sadie Pope Dowdell Library of South Amboy

Effective, generous library advocate.
Loves tumbleweeds.
Kathy Muhm, Westfield Memorial Library

Caring and concern for school libraries!
LaDawna Harrington, Millburn High School Library

Norma encourages you to get involved.
Marie Downes, West Deptford Free Public Library

State Librarian extraordinaire. Smooth sailing now!?
Juliette Sobon, Twp. of Washington Public Library

Lost in north Jersey; advocate everywhere.
John Trause, Oradell Public Library

Norma promoted continual learning for staff.
Cheryl Rheiner, West Deptford Free Public Library

**To honor our State Librarian
as she retires, we asked NJLA
members to write 6-word
tributes for Norma Blake.**



**Kind, generous, professional,
NJ's Super Librarian!**
Patty Anderson, Clark Public Library

She was very supportive of me.
Shileen Shaw, Newark Public Library

Coach Norma advised,
"Clear away clutter."
Leslie Kahn, Newark Public Library

**Caring, intelligent, kind,
determined, wise leader!**
*Patti Perugino,
Bloomingdale Free Public Library*

Thanks for having a great vision!
Valerie Tucci, The College of NJ

LSM puppet shows, Sam the Skeleton!
Carol Phillips, East Brunswick PL

Leadership, bringing knowledge
to the masses.
Violet J. Valentin, Gill Memorial Library

Inspirational leader—NJ will miss you.
Kimberly Paone, Matawan Aberdeen Public Library

Norma: Advocate for all of us
Cheryl O'Connor, LibraryLinkNJ

You worked hard. Enjoy your retirement.
Alice Bronstein, Gloucester County Library (retired)

Norma is a restaurant recommender extraordinaire.
Bill Paullin, Atlantic County Library System (retired)

Lovely, loyal, likeable leader, lobbyist librarian!
Adele Puccio, Caldwell Public Library

The remarkable career, a remarkable woman
Manny Paredes, Cherry Hill Public Library

Girl from South Jersey makes good.
Maureen Gorman, The College of New Jersey

Sharp mind, dedicated to NJ libraries
Joanne P. Roukens, LibraryLinkNJ

A strong advocate for support staff
Anna Kehnast, Gloucester County College

**Thanks, Norma, for
your outstanding dedication.**
Mary Astarita, Princeton Theological Seminary Library

How a Collaborative Aging-in-Place Program Builds Our Community and Increases Our Visibility

By Adele Puccio, Director, Caldwell Public Library

Caldwell LIVE (Lifelong Involvement for Vital Elders) was designed to create an elder-friendly community where older residents can "age in place" with social support, access to services, and meaningful activities that promote civic engagement, encourage independence, and help people stay safe and active in their own homes. Caldwell LIVE launched in the fall of 2008 to serve the borough's nearly 1,000 residents over the age of 65. When the program began, 40% of the town's 3,300 households included a resident 55 or older. Caldwell was chosen because it had the right demographics and a strong sense of community, and because it's very walkable, and it has a wide range of public and private services, including public transportation for seniors.

Karen Alexander, Director of Eldercare Services for Jewish Family Service of MetroWest, created the project's model. The aging-in-place program started in Parsippany in 2004 with a federal grant. It expanded to Caldwell and Verona when additional funding was acquired through a federal earmark thanks to U.S. Rep. Rodney Frelinghuysen (R-11th Dist.). That NORC (Naturally Occurring Retirement Community) earmark is supported by the U.S. Administration on Aging and the United Jewish Appeal. Our program is funded in part by a grant from the Mountainside Health Foundation.

Many different public, civic, and faith-based groups were invited to join in this collaborative project. The Caldwell roster includes United Jewish Communities of MetroWest, Mountainside Hospital (www.mountainsidehosp.com), Jewish Community Center (JCC) of MetroWest (www.jccmetrowest.org), Crane's Mills Continuing Care Retirement Community, NJ Travel Independence Program, Jewish Family Service, Jewish Vocational Service, Metro Transport-Daughters of Israel, Caldwell Public Library, Caldwell Human Services, Essex County Division on Aging, Kiwanis Club, Rotary Club, Caldwell College, DOROT (Hebrew word for "generations," www.dorotusa.org), Congregation Agudath Israel, First Presbyterian Church of Caldwell, St. Aloysius Catholic Church, St. Peter's Episcopal Church, and the United Methodist Church.

The Caldwell Free Public Library (www.caldwellpl.org) was an obvious choice for participation. It's centrally located on Bloomfield Avenue, it's easily reached via public transportation, and it's right near the Caldwell Community Center. The Caldwell LIVE Coordinators, Karen Alexander and her colleague Roberta Schoenberg, an expert on the elderly at Jewish Family Service of MetroWest, contacted the library Director at the time, Karen Kleppe-Lembo, who attended a presentation with library assistant Frances Larkey. Since Larkey was already in charge of adult programming, she was a natural choice to spearhead the library's involvement with Caldwell LIVE. She is a Caldwell resident with a B.A. in Art

and a B.N. in Psychiatric Nursing who has many connections within the town and had been looking for ways to involve seniors in programs.

So what do we do? Here are a few examples:

- We host the monthly Feel Good Fridays programs for seniors. Representatives from Mountainside Hospital present informational sessions on heart health, back pain, exercise, diabetes management, and other health and wellness topics.
- Caldwell College presents some of its lifelong learning programs in our library. We have hosted poetry workshops, knitting classes, art lectures, and music appreciation classes.

- The monthly Marian Manor Book Club came about as a way to bring the library to a senior residence for people who might not be able to attend in-library events.

Some of our challenges have been space, staffing, competing priorities, and time management. Our facilities aren't large, but when a program is scheduled, we can rearrange furniture to provide seating for 30 or more patrons. With our dwindling budget (we are the lowest-funded library in Essex county), we saw a slight decrease in hours during the last year. Retiring staff members haven't been replaced, putting a strain on coverage during programs and outreach. We always have to consider the needs of the community as a whole while ministering to a specific population group. For instance, when we present a program in the reading room, the room isn't accessible to the rest of the community. It's a space and staffing challenge to run programs concurrently.

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In April, Dr. Uta Larkey, Associate Professor of German at Goucher College, presented about Holocaust Remembrance Day as part of the Lunch & Learn series for seniors. Larkey is the author of Life and Loss in the Shadow of the Holocaust: A Jewish Family's Untold Story.

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... Aging-in-Place Program ... Increases Visibility

So far, Larkey has been able to handle everything with the help of some very dedicated staff members and community partners.

As an institution, Caldwell PL has received some positive benefits from our continued participation in Caldwell LIVE. Our visibility has been enhanced, and we are seen as a community player, always willing to enter into collaborative partnerships. Now, organizations like the Kiwanis and Rotary are helping to support our programming with donations. The library is invited to more community-based events like Arts of the Avenue, and we have become closer to other town departments. Whereas the library had always been seen as a separate entity, we are now included in more partnerships with the Community Center and Senior Center. Our staff members now learn about many opportunities for seniors, which they then disseminate to the public. Seniors have been able to connect with the library in positive ways, and we've received targeted staff development training. Feedback from the public has been very positive, and we feel that this has contributed to our budget remaining stable for FY2012.

Over the past 4 years, the program has worked to provide a wide range of community services for older adults, including the Feel Good Friday classes at the library, participation in Caldwell College's Lifelong Learning Institute, social work support, transportation assistance, home safety assessments, volunteer opportunities, and spiritual caring programs. Each month the Caldwell LIVE calendar of programs is mailed to older adults in the community and is distributed through partner organizations. In addition to the programs offered by the library, the calendar includes health and educational programs such as Move Today (a gentle exercise class) and workshops on using public transportation.

Sadly, in December 2011, the NORC federal funding ended, but our model has already proven itself as sustainable. The Caldwell LIVE calendar is still created by the borough's Department of Human Services. The Caldwell Public Library continues to host the Feel Good Friday programs with Mountainside Hospital, and will continue to develop more senior-friendly and intergenerational programming. We currently

have a year's worth of Feel Good Fridays on the calendar, along with other programs like Lunch and Learn, and Pizza and a Movie. We're also in talks about hosting another book club at the Caldwell Senior Center. Students from Caldwell College have donated their time to teach seniors how to use computers.



Program coordinator Karen Alexander speaks in the Grover Cleveland Senior Center on Dec. 7, 2011.

Another thing that increases our visibility to community leaders is that we host the Caldwell LIVE partner meetings. Congregation Agudath Israel has continued to host the Wednesday Walking Club with a JCC of MetroWest volunteer coordinator. In addition, the West Essex Ministerial Association has continued the efforts of the Spiritual Caring Committee, and partner agencies will still make and accept referrals for services from Caldwell residents. Caldwell LIVE partners continue to offer a variety of services including social work counseling, home maintenance, employment assistance, and limited non-emergency medical transportation. Monetary donations have come from the Mountainside Health Foundation, the Kiwanis Club, and the Rotary Club.

We have numbers that prove the program's success. A survey of Caldwell LIVE participants revealed that 65% felt more confident in their ability to age in place, 87% said they were more knowledgeable of community resources, and 87% said they have new friends.

Karen Alexander said Caldwell LIVE has accomplished what she learned growing up going to Jewish summer camps: "You leave things better than you found them."

Adele Puccio is the Director at Caldwell Free Public Library in Caldwell. She has an M.L.S. from Rutgers University. Prior to her tenure at Caldwell, she was the Director of the Rose Memorial Library in Stony Point, N.Y., where she helped foster many community collaborations. Her email address is apuccio@caldwellpl.org. ▲

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People & Places Around the State

Honors and Awards

Brett Bonfield, Director of Collingswood PL, was named one of *Library Journal's* Movers & Shakers of 2012. The honor recognizes those who are shaping the future of libraries.

<http://tinyurl.com/75blfq7>

Trevor Dawes, Director of Circulation Services Division at Princeton University, is the recipient of the 2012 Distinguished Service Award, granted by the NJLA's CUS/ACRL chapter. This honor is awarded annually to an individual who has directly enriched the profession of librarianship in NJ.

Allen McGinley, Head of User Services, John F. Kennedy branch of Piscataway PL, was named one of *Library Journal's* Movers & Shakers of 2012.

Kathleen Moeller-Peiffer, Associate State Librarian at the NJ State Library, is the 2012 recipient of the Cathleen Bourdon Service Award, given by the Association of Specialized and Cooperative Library Agencies, a division of ALA. The award is given to an ASCLA personal member for exceptional service and sustained leadership to the division.

JP Porcaro, Head of Acquisitions, Guarini Library at New Jersey City University, was named one of *Library Journal's* Movers & Shakers of 2012.

The NJLA CUS/ACRL-NJ Technology Innovation Award has been given to **Chad M. Mills**, Rutgers Digital Library Architect, **Grace Agnew**, Associate University Librarian for Digital Library Systems, and **Yang Yu**, Rutgers Library Database Architect, for their work on "RUanalytic: Video annotation tool—enabling learning, transforming scholarly publication."

Somerset County Library, Bridgewater Branch, has been awarded a \$2,500 grant from ALA and the Fetzer Institute to host programs in 2012 with a theme of Building Common Ground: Discussions of Community, Civility and Compassion. The library is one of only 30 nationwide to receive this grant.

Sharon Q. Yang, Systems Librarian, and **Melissa A. Hofmann**, Bibliographic Control Librarian, both from Rider University, have been selected as the 2012 recipients of the NJ Research Award granted by the NJLA CUS/ACRL-NJ Research Committee. Their winning article is "Next Generation or Current Generation? A Study of the OPACs of 260 Academic Libraries in the United States and Canada," published in *Library Hi Tech*, 29:2, 266–300.

In the Media

Eleanora Dubicki, Associate Librarian at Monmouth University Library, and **Jacqui DaCosta**, formerly of TCNJ and Georgian Court University libraries, have published "From Lampitt to Libraries: Formulating State Standards to Embed Information Literacy across Colleges" in *Library Trends*, 60:3, 611–630. The article discusses the successful work of three NJ academic librarian groups collaborating to have information literacy standards recognized by NJ higher education officials.

Mary Mallery, Associate Dean for Technical Services at Montclair State University's Sprague Library, and **Pamela Theus**, Assistant Director, Resource Management at William

Paterson University's Cheng Library, have published "New Frontiers in Collaborative Collection Management" in *Technical Services Quarterly* 20:2, 101–112. Their article discusses the collaborative collection management initiatives within VALE (Virtual Academic Library Environment of New Jersey) libraries.

Kathleen Moeller-Peiffer, Associate State Librarian at the NJ State Library, was interviewed in March by a senior producer/director for local programming from Cablevision. The resulting profile of the State Library was presented in the cable provider's *Neighborhood Journal* program. <http://tinyurl.com/cb5uxzq>

Pat Tumulty, Executive Director of NJLA, appeared on *The Kojo Nnamdi Show*, a live talk-radio show out of Washington, D.C. She spoke about the issues involved with outsourcing services in public libraries. <http://tinyurl.com/c9zxywu> (transcript)

Appointments and Elections

Stephanie Burke Bellucci is the new Director at Cliffside Park PL. She had previously been the Director of the North Arlington Public Library.

Timur Davis is the new Director at the Orange PL.

Maria LaBadia is the new Director of the Nutley PL. She had previously worked at the Montclair PL.

David Lisa is now the Associate Director of Camden County Library System.

Maryann Ralph has been named Assistant Library Director at East Brunswick PL.

Camille Valentino Steinfeld has been named Director of the Emerson PL. She was Director of Cliffside Park Free PL.

Celebrations

Camden County Library held a ribbon-cutting ceremony for its newest branch, located on the Rutgers Camden Campus, in April.

Mendham Borough Library is celebrating its 100th anniversary.

Red Bank PL / Eisner Memorial celebrated its 75th anniversary in its home on the Navesink River in April. To honor the gift of the Eisner Mansion to the Borough of Red Bank, the library is planning a year of festivities surrounding the Eisner Family, the library, and Red Bank.

Springfield PL celebrated its 80th anniversary in March 2012.

Resignations and Retirements

Sunnie Randolph retired as Director of the South Plainfield PL in March.

Deaths

Mary Louise Helwig-Rodriguez, Children's Librarian at the Little Falls PL, passed away on March 14.

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



Maria LaBadia



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