



# NJLA College & University Section/ ACRL-NJ Chapter *Newsletter*



## Inside this issue:

Focus on People	3
Around the State	5
@ GCU	7
Testimonials	10
@ Kean	11
@ Drew	12
@ St. Peter's	13
Opinion Corner	14
ACRL News	16
CUS Programs @ NJLA	17

The section/chapter newsletter is published biannually. It is distributed to all members of the New Jersey Library Association College and University Section and of the New Jersey Chapter of the Association of College and Research Libraries.

Volume 29, Issue 2

Spring 2011

## FROM THE PRESIDENT

**Eleonora Dubicki**

*NJLA CUS/NJ ACRL Chapter President*

Spring is finally here, after a chilly, snowy winter. Luckily the weather did not deter more than 270 academic librarians from converging on Piscataway, New Jersey in January for the VALE Users Conference—Strengthening Connections: Keeping Our Libraries Vital. Once again, the conference received rave reviews from attendees. According to the evaluation survey results, the primary draw for the conference was to attend breakout sessions on new innovations and services being offered by NJ libraries and to take advantage of the opportunity for networking. The conference kicked off with a thought-provoking keynote address by Jim Neal, VP for Information Services and University Libraries at Columbia University. His comments regarding changes which may occur in academic libraries led to some intense discussions throughout the day, as well as after the conference. Other conference sessions covered topics such as the value of libraries, information literacy, e-books, and collection management. If you missed any talks, presentations are currently available for most sessions on the VALE website: <http://www.valenj.org/annual-conference/2011/program>



The College & University Section continues to develop a closer relationship with future librarians attending Rutgers. For the second time this year, academic librarians were invited to participate in a SC&I colloquium. On February 23, 2011, Trevor Dawes, Mary Mallery, Dorothy Meaney, and I were panelists at the LISSA Colloquium “A Future

in Academic Librarianship.” We spoke to an audience of approximately 40 students about a typical day on the job, major trends in the profession, necessary skills and experience, advice on course selection, and tips on job hunting. It was encouraging to see students expressing interest in academic library careers. The students raised some insightful questions on preparing to work in academia and were particularly interested in the CUS Job Shadowing program. Thanks to all the librarians who have volunteered to participate in the program, introducing students to academic librarianship.

This year we were fortunate to have the ACRL conference meeting in nearby Philadelphia, March 30 – April 2. The program was jam-packed with programs on current topics and cutting-edge services, as well as presentations of key research being conducted by librarians around the world.

The NJLA conference is also coming up quickly, May 2-4, 2011 at the Ocean Place Resort in Long Branch. The CUS committees are presenting 10 programs at the conference, which are listed in this newsletter. Our keynote address at the CUS luncheon on May 4 will be Kathy Dempsey, Libraries are Essential Consultancy and author of *The Accidental Library Marketer*. Her talk, titled “Promote Your Value: Prove You’re Essential,” will offer effective techniques that librarians can use to better promote their libraries to patrons and campus administrators. Winners of the Distinguished Service Award, Research Award, and Technology Award will also be honored at the luncheon.

As we wrap up this academic year, the CUS committees are planning several summer workshops to energize us with new ideas for services and instruction for next year. Stay tuned for details on these upcoming programs.

See you at NJLA!  
Eleonora Dubicki  
NJLA CUS/ACRL- NJ President  
[edubicki@monmouth.edu](mailto:edubicki@monmouth.edu)



## EDITOR'S NOTE

**Harry Glazer**  
NJLA CUS/NJ ACRL  
Newsletter Committee

This issue of the newsletter highlights a few initiatives that academic libraries have launched to leverage technology so as to better engage present and prospective users, as well as a wonderful 'how to' guide to the interpersonal, 'no-tech' steps librarians can take to forge deeper connections, one person at a time.

I encourage you to read about the new Learning Zone at Georgian Court University (p. 7), the information literacy outreach activities at the Kean University Library (p. 11), the efforts of the Virtual Spaces Committee at the Middlesex County College Library (p. 5), and the workshops for faculty on statistical data processing tools at the Rutgers University Libraries (p. 6). All four efforts creatively reflect our libraries' public service mission as well as our best efforts to take the lead in addressing campus needs proactively.

For a back-to-basics perspective, please see the practical guide by Alyssa Valenti and Bonnie Lafazan, of Berkeley College's Woodbridge Campus Library, "Strengthening Our Connection with Library Users Offline" (p. 8-9). Their thoughtful essay reminds us all that it is the personal, human connections we make with our users that serve as the essential building blocks for any sustainable initiative, be it virtual or in real time.

For future newsletters, please feel free to submit articles, updates about your library's special projects, personal experiences, and announcements regarding employees and their contributions. If you are interested in serving on the Newsletter Committee, please contact Julie Maginn at 908-526-1200 ext. 8303, or you can email [jmaginn@raritanval.edu](mailto:jmaginn@raritanval.edu).

Harry Glazer  
Newsletter Committee



## NEW MARKETING AND COMMUNICATIONS COMMITTEE!

At the February 4th meeting of the NJLA CUS/NJ ACRL Executive Board, a proposal to form a Marketing and Communications Committee was unanimously approved. The mission of this new committee is to expand the College and University Section's presence and influence, as well as to enhance its image and credibility both inside and outside the organization.

The committee is responsible for:

1. Creating and maintaining an effective brand strategy for CUS and its communications;
2. Increasing marketing and communications links between CUS and its stakeholders;
3. Coordinating and improving all electronic forms of communication, including listservs, email groups, newsletters, etc.; and
4. Researching, evaluating and implementing relevant social networking tools for CUS.

Please direct all inquires about the committee to chair, Julie Maginn, 908-526-1200 x8303, [jmaginn@raritanval.edu](mailto:jmaginn@raritanval.edu).



## NJLA CUS/ACRL NJ MEETINGS

All members are welcome!

Next meeting: June 2nd

The next meeting of the Executive Board and Committee Chairs will be from 10 am to 12 noon at Monmouth University.

**We hope to see you there!**

### FIND US @ ...

<http://www.njla.org/njacrl/>

New Jersey  
ACRL Chapter

<http://njla.pbworks.com/College+and+University>



Search for: **NJLA College & University Section / ACRL-NJ**

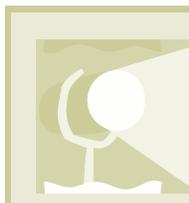


NJLA: New Jersey Library Association  
The voice of New Jersey libraries and librarians

VIEW

EDIT

**College and University**



## FOCUS ON PEOPLE

### Bergen Community College

- The Sidney Silverman Library at Bergen Community



College has hired two new lecturers for the Spring 2011 semester. **Nicholas Jackson** brings his background in public libraries to the world of academia. He previously worked as the adult services librarian at the William E. Dermody Free Public Library in

Carlstadt, and as acting director/information services librarian at the Oradell Free Public Library. Jackson has an MLIS from Pratt Institute and a BA with a focus in philosophy from Ramapo College.

He spends his time with his fiancée, Kelly, and their two cats, Adel and Thumbs. Jackson enjoys reading Russian literature and Byzantine history, as well as hiking, playing Wii and writing. **John Irwin** joins Bergen Community College with a wide range of experience.



After graduating high school, Irwin enlisted in the U.S. Navy, where he was stationed out of San Diego, CA, and served two tours in the first Gulf War. Irwin went on to graduate from Ramapo College with degrees in literature and communication arts. After spending one year teaching and ten years in the business world, he returned to school and received his MLIS from Rutgers University. Irwin is married and has one son.

### Felician College

- Bonnie L. Fong**, a 2011 ALA Emerging Leader, presented "How Cultural Celebrations Can Strengthen Academic Library's Relationship with Students and Faculty" during the VALE/NJ ACRL/NJLA CUS Users' Conference on January 5, 2011. She was also one of the presenters for the ACRL-ULS Technology & Libraries Committee's "Technology & Libraries Lightning Round-Up" Webinar on January 20, 2011.

### Georgian Court College

- Jacqui DaCosta**, Director of Library Services, recently published the book chapter, "Information Literacy in the Digital Environment," in *University Libraries and Digital Learning Environments* edited by P. Dale, J. Beard and M. Holland and published by Ashgate in 2011.

### Monmouth University

- Lisa Coats** and **Bojana Beric** presented a breakout session called "Faculty-Librarian Collaboration: Embedded Librarian Project in Health Studies" at the VALE/NJ ACRL/NJLA CUS Users' Conference held at Rutgers University, Piscataway, NJ on January 5, 2011.
- Eleonora Dubicki** presented a poster, "Extending the One-Shot Instructional Session with Customized Research Guides" at the Information Fluency Conference at the University of Central Florida on March 9, 2011.



### Middlesex County College

- Yvonne Rode** (Rutgers, MLIS – 2005) is one of two new Reference/Instruction Librarians who are serving the college's growing student population at the two Urban Centers in Perth Amboy and New Brunswick. Yvonne has recently worked at Westchester Community College in Valhalla, NY and the College of St. Elizabeth in Morristown, NJ. She has an MA in Medieval Studies from Fordham University, where she won both the Presidential Scholarship and the Research Support Grant. Her scholarly activities include presentations at University of Exeter, Princeton University's Center for the Study of Books and Media, and NJALA 18th Annual Conference at Seton Hall University.
- Pilara Brunson** (Rutgers, MLIS – 2009) is one of two new Reference/Instruction Librarians who are serving the college's growing student population at the two Urban Centers in Perth Amboy and New Brunswick. Pilara has provided support to a number of metro area research centers including the Institute for Advanced Study in Princeton; Theatre Library Association; New York Public Library for

the Performing Arts; and the Wall Street Journal. Pilara has a BA in Journalism from New York University and is working on an MA in Theatre History. She is proficient in a number of languages including Russian.

### Ramapo College of NJ

- **Madel Tisi**, 2006 Betty Turock ALA Spectrum scholar, was recently awarded a Spectrum Scholar Travel Grant to attend the ACRL conference in Philadelphia on March 30-April 2, 2011. She was also honored as one of 10 Women Leaders of Ramapo College for 2010 by the women of Beta Kappa Sigma, Black and Latina Sorority Inc for being a "strong and positive resource for Ramapo students." Madel started as a Principal Library Assistant in 2001 and then became Circulation Supervisor in 2003. She assumed the position of Circulation, Reference & Instruction Librarian in July 2009. Madel earned her MLIS degree from Rutgers University in 2008.

### Raritan Valley Community College

- **Julie Maginn** has been appointed the new director at the Evelyn S. Field Library. Julie began working at the Library as a Library Assistant in 1999 and as the Public Services Librarian in 2004. She earned her MLIS degree from Rutgers University in 2002, and an MA in Leadership and Public Administration from Centenary College in 2010.

### Richard Stockton College of NJ

- **Jianrong Wang** and **Carol Gutierrez** presented their poster "Mission Difficult, But Not Impossible: How We Followed Up LibQUAL+® Results to Satisfy User Needs" at the 2010 Library Assessment Conference, co-sponsored by Association of Research Libraries, University of Virginia and University of Washington, held in Baltimore, Maryland, October 25, 2010.

### Rutgers University

- **Judit H. Ward**, Director of Information Services, Center of Alcohol Studies (CAS) at Rutgers presented a full-day workshop on promoting reading and information literacy in American libraries on December 2, 2010 in Budapest, Hungary. Organized by the Library Institute of the National Széchenyi

Library for its international series, the event covered popular topics such as information literacy in academic libraries, readers' advisory, summer reading programs, and reading for dogs. Posters by James Cox, Molly Stewart, and Kate Scherler (all from CAS Library) also helped attendees learn about key concepts. After discussing programs in the United States, the Hungarian librarians had the opportunity to work hands on in small groups and adapt a few to their own library setting.

- **Bonita Craft Grant**, New Jersey Bibliographer in Special Collections and University Archives, won the 2011 Maureen Ogden Award, presented by the Advocates for New Jersey History. The Maureen Ogden Award, named for a former New Jersey Assemblywoman who was a key champion of New Jersey history and environmental communities, is the highest award bestowed by the organization. It was presented to Bonita at the 18th Annual History Issues Convention at the New Jersey State Museum in Trenton on March 25th.

### Seton Hall University

- **Beth Bloom** and **Marta Deyrup** were awarded a \$15,000 Google Research Grant for their project, *Tracking Information Retrieval Behavior in Undergraduate Students*. Marta, who was promoted to Professor/Librarian I, will be teaching an online, one-month continuing education course at Simmons in June called *Writing for Publication* that is geared for librarians preparing for tenure: <http://alanis.simmons.edu/ceweb/workshop.php?id=4>.
- The Woman of the Year Committee has announced the selection of **Chrysanthy Grieco**, Dean of University Libraries, as this year's choice. She was honored at the annual Women's Conference on Friday, March 25<sup>th</sup>.

### Stevens Institute of Technology

- **Valerie Forrestal** had her article, "Making Twitter Work: A Guide for the Uninitiated, the Skeptical, and the Pragmatic" published in *the Reference Librarian*, vol. 52, issue 1 & 2. She also recently authored a library marketing and outreach libguide for the METRO library council in New York, available online at: <http://libguides.metro.org/LibAMO>.

### Union County College

- **Lisa Bruckman** has been appointed Librarian on the Elizabeth Campus: Kellogg Library.



## AROUND THE STATE

### Middlesex County College

To further engage its user population, Middlesex County College Library has launched a set of efforts to propel itself forward in the virtual space. The College's Virtual Spaces Committee, chaired by Library Director Mark Thompson, is overseeing trials and feasibility work on portable computing and virtual resources. The near-term goal is to pilot work on two classes to modify the specific course modules that a faculty member needs to improve. The end goal is to create a set of tools and a support team that can aid any faculty member with incorporating new tools and virtual content. Rather than focusing on one major solution, a mix of approaches, tools, and content are being built into an array of resources including e-readers; e-book collections; open source textbooks; WebQuests; LibGuides; Prezi software (presentation editor) and social networking sites. Some of the details:

1. The Library has implemented the Patron Driven Acquisition (PDA) module of ebrary, inc. Viewing the thousands of available e-books is free to Library users, but as soon as someone derives value from a title (which is set by ebrary as a complicated algorithm of time, pages, prints, highlights etc.) the book becomes permanently accessible and the library incurs a cost.
2. The Library and the Instructional Design & Media Services Department (under Brian Richards) are jointly offering e-readers and tablets for faculty and students to experiment with on-campus.
3. The Bookstore is also partnering with the team by supplying Missouri Book Services' Xplana ([www.xplana.com](http://www.xplana.com)). Xplana is a "social learning platform" that allows students to organize their academic activities & resources online and to integrate them with their online social networking.
4. Ken Ronkowitz from PCCC's Writing Initiative and trainer for the Community College Consortium for Open Educational Resources spoke on-campus to help MCC jumpstart use of open source textbooks.
5. The College will be building LibGuides (librarian created portals to high quality research information) and WebQuests (inquiry-oriented lesson format). See [www.questgarden.com](http://www.questgarden.com), [www.webquest.org](http://www.webquest.org) and <http://springshare.com/libguides/>.

Assuming success with the initial two classes, the team will expand its efforts to include between five and ten

additional courses this summer, and partner with faculty to more fully integrate the virtual resources into their syllabi. For details on any of these projects, please contact Mark Thompson, Middlesex County College Library, [mthompson@middlesexcc.edu](mailto:mthompson@middlesexcc.edu)

### Seton Hall University

Various collections continue to be acquired on a regular basis as part of an ongoing mission to enhance institutional history resources. Included among their recent major acquisitions is the Father William Salt Letters representing the life and family of the former priest, professor and administrator at Seton Hall. This large collection of approximately 500 original letters (along with a small amount of ephemera) from the estate of Father Salt (1837-1890), a renowned figure at Seton Hall University, will be housed in the Archives & Special Collections Center and made available to researchers upon request. The letters date from 1808-1901, with the majority from 1840-1880. Approximately 140 of the letters were written by Father Salt with the balance written by members of his family. One of these letters is an illuminating narrative of the Confederate occupation of Ft. Smith during the early days of the Civil War. These Arkansas-era letters show that the Reverend Salt's sympathies rested with the Confederate cause. Additional Civil War-era letters exist from his family members, including one from his sister Elinor discussing the Emancipation Proclamation. Later letters include Father Salt's time in Sodus Point, a letter to his father announcing his conversion to Catholicism, descriptions of his studies in Rome, Italy, and a great many letters from Seton Hall University, with early stationery and envelopes dating from shortly after the school was founded in 1856.

This story also found its way into print in the January 9, 2011 edition of the *Newark Star-Ledger*. More information on the collection along with images can be found via the following link - [http://www.nj.com/news/index.ssf/2011/01/century-old\\_letters\\_shine\\_ligh.html](http://www.nj.com/news/index.ssf/2011/01/century-old_letters_shine_ligh.html)

The Archives & Special Collections Center also aided the Seton Hall University Libraries with various exhibits including a recent exhibit curated by Dr. Kate Dodds, Archival Assistant entitled: "Travels with Fanelli: The Art of Travel Brochures" which utilized materials collected by Msgr. William Noé Field, founder of the Seton Hall University Archives, and his friend, Fr. Eugene Fanelli, on some of their travels in the United States and abroad. Beginning with a Seton Hall University pilgrimage to Rome in 1950, the travel brochures, maps, tickets, note cards and even luggage tags display artistry

that has been supplanted by photography found in more contemporary travel materials. A companion display created by Mr. Leonard Iannaccone, University Records Manager entitled: "Steven Cohrs Collection of Migratory Waterfowl Stamps" showcases the artistry of various individuals who specialize in nature themed painting. These and other rotating exhibits help to showcase our diverse set of research materials on a regular basis. More information can be found via a blog at <http://blogs.shu.edu/libraries/>

Finally, New EAD enriched finding aids have been added to the Seton Hall Homepage. Former priests of the Diocese/Archdiocese of Newark and Presidents of Seton Hall College - Msgr. Francis J. Monaghan and Msgr. James F. Kelley - are the latest entries to their list of organized collections. More information on the processing team effort and details on series divisions can be found via the following link: <http://www.shu.edu/academics/libraries/archives/finding-aids.cfm>. Visits to the repository have topped the 75,000 mark since counter records have been measured as of 2007.

## Rutgers University

### Libraries now support analysis and storage of research data

For researchers in academia, data are the bread and butter of their work. Collections of research results, often composed of thousands of small bits of information, serve as the foundation upon which scholars derive valuable new insights and create a case for future research.

Yet in amassing small mountains of research data, university professors face a few critical challenges that directly impact the viability of their work. Two of the greatest challenges include gaining access to restricted data sets, and determining how best to analyze the data once obtained.

Fortunately, Ryan Womack, Data and Economics Librarian and newly appointed Research Data Manager in the Libraries, has stepped up to expertly assist professors and graduate students with both challenges. Ryan has been leading three-part workshops in R, the well-regarded open-source software for statistical analysis. In the fall 2010 semester he led three sets of R workshops in Alexander Library, three sets in Hill Center on the Busch campus, and one set in the Rutgers-Newark Business School, which collectively attracted over 100 faculty members and graduate students.

R was initially modeled after S, a powerful statistical language created by Bell Labs in 1976. R was created by statistics professors Ross Ihaka and Robert Gentleman in 1991, reached version 1.0.0 in 2000, and is maintained by a group of developers.

R is favored by many researchers in part because it is free, readily accessible on the Internet, and available for individual as well as group/organizational use. R also allows researchers to create tailored applications, called extensions, which enable the software to address the latest research challenges in specific fields.

Ryan will be led three sets of the three-part R workshops in late January/early February in Alexander Library. Part I of the workshop provided an introduction to the R software and data manipulation, Part II covered data analysis, and Part III addressed how to present the data in graphs and charts.

For more information on R software, see this 2009 *New York Times* article: [http://www.nytimes.com/2009/01/07/technology/business-computing/07program.html?\\_r=2&pagewanted=1](http://www.nytimes.com/2009/01/07/technology/business-computing/07program.html?_r=2&pagewanted=1)

For more information on R at Rutgers, and the Libraries R workshops, please see: <http://libguides.rutgers.edu/content.php?pid=115296&sid=1208422>

After analysis, many researchers face challenges in obtaining data containing confidential or sensitive information, to answer important research questions. Such data requires careful handling and safeguarding.

For researchers who intend to analyze restricted-use data provided by sources such as the National Center for Education Statistics or other federal sources, providing for a secure computer environment to hold the data is an essential prerequisite to obtaining access to the data. To serve researchers who need such secure computing, the Libraries created a Secure Data Facility. The Secure Data Facility, located in Alexander Library, contains one non-networked computer loaded with statistical software packages such as R, SAS, SPSS, and Stata as well as the Microsoft Office suite. Access to the room is restricted to users who have completed the necessary procedures for obtaining restricted data for their research.

For more information on the Secure Data Facility, please see Ryan's Libguide: <http://libguides.rutgers.edu/content.php?pid=115296&sid=1207691>

## The Learning Zone @ Georgian Court University

The Sister Mary Joseph Cunningham Library at Georgian Court University launched their new Learning Zone on Valentine's Day. Using the theme of "The Learning Zone at the Heart of the University" provided scope for decorations, treats and giveaways just right for February 14. There was an official cutting of the (red) ribbon undertaken by Azaria Valentin - Vice President of the Student Government Association, who is also a student representative on the Library Committee.

The Learning Zone is basically a Learning/Research Commons, which the librarians have been planning for the past 2-3 years. The library plans to redesign a large portion of the ground floor and the Valentine's Day launch was the completion of Phase I. In September 2010, the Library was given \$20,000 for the project, which was subsequently enhanced with additional donations when prices were in danger of going over budget.

In order to create a space for the Learning Zone, reference stock was weeded and shelves removed. Study carrels were moved to the second floor Quiet Zone and replaced by open tables with pop-up electrical sockets. Two alcoves turned out to be perfect sizes for diner-style booths: at the end of each was fitted a 32 inch flat panel screen with VGA and HDMI connectors for laptops. A 40 inch Internet flat screen TV was fixed to the wall in a corner area for students to pull up chairs and view news/current affairs channels and web apps. An inviting light-filled area by the windows has been complemented with 4 sofas, 2 ottomans and a range of lounge chairs and low tables. Whiteboards on wheels add to this casual, flexible learning space.

What do the students think of this refurbished area? They love it! Some student comments on the new learning environment have been:

- "I love the idea of the booths; also having an outlet on each table is amazing because you don't have to go looking."
- "The new learning zone looks great! Such a great spot to both study and relax. Thank you GCU for the addition!"

The booths are occupied most of the day (and even past 10:00 p.m.!) and there is a renewed sense of activity and vitality in the Library.

The Valentine's Day launch was used as an opportunity to market the Library, as well as a celebration of the hard work of the librarians and staff that helped make it possible. The Library's relatively new Facebook page was heavily promoted on the day with students being encouraged by the chance of prizes to 'Like' the Library and comment on the Learning Zone. During the course of the day, the Facebook page received 33% more 'Likes'. One of the Library's student work-

ers, who is a Graphic Design major, designed a bookmark featuring the University's Mercy Core Values around the Learning Zone at the Heart of the University. Librarians and staff made wonderful bite-size cookies, candies and cakes, and small bottles of water labeled with the Learning Zone heart theme were given away.

Plans for Phases 2 through 4, including cost estimates and proposals, are now underway. Phase 2 would be the creation of three group presentation rooms equipped with smart boards and data projectors. Phase 3 would see the Microform Room transformed into a Learning Crossroads to create a natural flow and synergy between the Library, the Academic Development Center and Information Technology. Whatever furniture and features that are found to work best in Phase 1 will be extended into Phase 3. Finally, Phase 4 would bring an additional entrance from the Court Café and Student Lounge into the Library. It would mean relocating Access Services but provide an opportunity to create a One-Stop Information Desk and a 24/7 access area. All they have to do now is find half a million dollars to make the next 3 phases possible!

Jacqui DaCosta  
Director of Library Services  
Georgian Court University



## Strengthening Our Connection with Library Users Offline: the Re-emergence of Face-to-Face Relationships in Your Small Academic Library



In the past few years the academic library community has been pushing to build the library's presence online with buzz words that we're all familiar with, such as Academic Library 2.0, Web 2.0, and Library 3.0 ("going where your users" are- i.e. catalogs on PDAs, text message reference chat, blogging, Facebook pages, Twitter, etc.). While we continue to embrace the social aspects of technology, we cannot forget the value of traditional face-to-face interactions that impact our library users in the physical setting of the library.

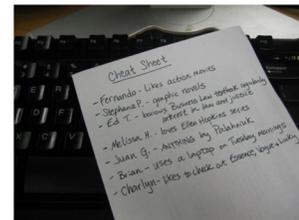
In order to strengthen these traditional face-to-face interactions, we must continue to build relationships with all of our library users. Regardless of the stage of the relationship we must remember to communicate frequently, participate, build trust, care, listen with an open ear and be compassionate.

### **ESTABLISHING THE RELATIONSHIP**

**1. Utilize point of contact.** One of the biggest hurdles we face in a small academic library is simply getting the students into the library. Some students, either via a class requirement or during freshman orientation, come to the library to sign up for borrowing privileges and never come back. This point of contact presents a unique opportunity to show what a library has to offer and establish a relationship with the student. Some good strategies to break the ice are to ask what classes they are taking, let them know we are familiar with some of their assignments, and give them examples of resources we have to help them succeed.

**2. Remember students' names and interests.** Establishing a connection early on is necessary to move to the next level of relationship building. Learning students' names shows them that you care. If you're not good with names, it is helpful to keep a cheat sheet to remember a student— with hints about what they like

to read or watch, or where their research is focused. The next time the student visits the library, they will feel welcome because you know who they are.



**3. Be patient and friendly.** Often students visit the library because they do not know how to locate information, and generally do not like to admit this. As librarians, we need to be aware of this phenomenon and maintain a pleasant demeanor, be friendly to library users and, most importantly, be patient with the student. This interaction could determine whether or not they visit your library again.

**4. Engage in conversation.** While checking materials out to students, if appropriate, engage in conversation about the materials or recommend other items you think the student may be interested in. This can help you build the aforementioned cheat sheet. One of the ways we do this is by using our entertainment DVD collection to spark discussion. We ask if a student has seen a specific movie or recommend others that are similar. In addition, we provide book recommendations based on their interests. We have quite a few students who are avid readers and conversations about favorite authors will lead to collection development opportunities. In this case we let the student know we will purchase a book and ask them to check back with us on the title.

Often times the reference interview also serves as a way to engage in conversation with the student. If Sally has come to you for reference assistance with her English assignment, you might also find out she is a Criminal Justice major and can show her new books on Criminal Justice careers which were recently added to the collection.

### **CONTINUOUSLY BUILDING THE RELATIONSHIP**

**1. Follow-up.** Once you have established a relationship with a student, it is important to consciously build

this relationship and continually follow-up. A simple way to do this is to recognize these students when you see them around campus and say hello.



If the student is comfortable, he or she may ask you a library related question or you may spark a memory that a library book is due. Let them know that you'll be back in the library or when you will be available for them to stop by.

**2. Ask questions.** Recalling previous conversations (with the help of that cheat sheet) is a useful way to build on the connection or to follow up with one of your students. Simple questions such as, "How was that book?," "How is your paper going?" or "Did that database work for you?" are quick and easy ways to keep building the relationship and foster conversations.

**3. Continue relationships in the classroom.** Another way to reach students outside of the library is during information literacy sessions in the classroom. If your library hosts or goes to the classroom for information literacy sessions, this is an effective means of follow-up with already familiar library users and creates an opportunity to establish that first connection with other students. A familiar face to call on in a sea of students can be helpful in an information literacy session. This shows the familiar student that you are paying attention to him or her and shows the other students that they too can build a working relationship with a librarian who is willing to help them find information for their class work as well as for their own personal interests.

**4. Get involved in campus groups outside the library.** If your schedule permits, getting involved in activities or groups with other departments is a productive way to "be the face of the library" outside of the library. For example, at our institution, a librarian participates in a weekly group relationships meeting sponsored by the college's counseling office. This places the librarian in a different environment where s/he can further get to know students



outside of the library. The librarian earns trust and, therefore, students will be comfortable coming to the library should they need help either academically or otherwise.

## **MAINTAINING THE RELATIONSHIP**

**1. Continue the cycle.** The relationship has now been established, you've worked on following up and continually strengthening this relationship, and now it must be maintained. Because this process is cyclical, you are always moving between establishing, building and maintaining. By continuing to build upon the initial foundation, you are always welcoming new opportunities to get to know the students. Engaging and re-engaging in conversations is a key factor in communication and building trust. We've recently introduced a program where a student can make an appointment for one-on-one time with his or her own personal librarian. This gives the student the opportunity to get individualized attention without disruption and a more focused reference interaction with the librarian who in turn can learn about this particular student's specific needs.

**2. Participate in student activities.** Participating in student activities humanizes the library and shows the students that the library cares about what is going on with other departments on campus. Students who are already familiar with library staff have a go-to person that they already know and, as always, this gives the librarian the chance to establish new connections with non-library users. For example, our Fashion Department library liaison attends the annual student-run fashion show and our Justices Studies department library liaison attends the yearly student-run trip to the state prison.

## **CONCLUSION**

While we embrace current technology, we cannot forget to continue to build relationships with our library users in the physical library. In order to strengthen face-to-face interactions, follow the steps of relationship building above, while at the same time remembering to communicate frequently, participate in your student's academic experience, build trust among library users, genuinely care about their concerns and issues, listen with an open ear, and be compassionate.

### **Submitted by:**

*Alyssa Valenti, Reference/Instruction Librarian, Woodbridge Campus Library, Berkeley College*  
*Bonnie Lafazan, Library Director, Woodbridge Campus Library, Berkeley College*



## Testimonials



### Why Join NJLA CUS/ACRL NJ?

#### Luis Rodriguez:



Do you want to participate in fascinating activities, meet interesting people, and feel fulfilled professionally? I do, and because I do, one of the best choices I have made as a librarian was becoming an active member of NJLA CUS/ACRL NJ. Being a member of NJLA CUS/

ACRL NJ has given me the opportunity to attend and put together programs that have helped me learn and grow as a librarian. It has given me the opportunity to meet some of the best librarians in New Jersey and the opportunity to tap their brains for ideas and advice. As an active member of NJLA CUS/ACRL NJ, I have been able to get great fulfillment from working with other colleagues to plan programs for our fellow New Jersey academic librarians and to serve as the ACRL Legislative Liaison in New Jersey. I've learned much that has helped me professionally and personally (such as meeting librarians of whom it has been my pleasure to say I know them). Please join NJLA CUS/ACRL NJ and become active in it. It will be a choice you will not regret!

*Luis Rodriguez*  
University Librarian  
Nancy Thompson Library  
Kean University  
Member since 1986

#### Trevor A. Dawes:



I have been a member of the NJLA-CUS/ACRL-NJ since moving to New Jersey in 2004. The CUS immediately struck me as an organization that provides opportunities for professional growth and development and this has certainly proven to be the case. The many programs that are sponsored throughout the year, as well as those presented at the NJLA Annual or the VALE annual conferences have been timely, of interest,

and relevant to the work that I do. For example, I've learned more about privacy laws in NJ, the application of copyright with respect to e-reserves, and about better management and leadership practices. After taking advantage of many of the CUS-sponsored programs, I decided to give back and was elected Secretary and later President of the Section. I thoroughly enjoyed the experience of serving on the Executive Board in these capacities and would encourage you to become more active in the Section so

that you, too, can learn and give back to your librarian colleagues in the state.

*Trevor A. Dawes*  
Circulation Services Director  
Princeton University Library

#### Paul Martinez:

I'm a Librarian in a tenure-track position with less than five years experience at my institution. I've been a member of NJLA CUS/ACRL-NJ since 2009, and membership has been very beneficial for me. I've taken advantage of several opportunities for professional development, continuing education,



and networking. The chapter has a number of committees which you can join based on your interests. In the research committee, for example, you can make contacts with peers, exchange information about projects, and attend the annual research forum at the NJLA conference. The VALE/NJ ACRL/ NJLA CUS Annual Users' Conference always has informative programs and engaging speakers. I encourage you to join the NJLA CUS/ACRL-NJ. It's a wonderful opportunity to participate in an active, dynamic professional community.

*Paul Martinez*  
Cataloging Librarian/Archivist  
Harry A. Sprague Library  
Montclair State University

#### Gary M. Schmidt:

I'm only five years into my new career as a Librarian. During that time I've relied greatly on the opportunities available through NJ-ACRL to develop professionally and fulfill the fundamental expectations of the profession. There are numerous benefits to participating in the activities of NJ-ACRL, but my most valued are the people that I've met along the way. I rely on them as colleagues and cherish them as friends. NJ-ACRL has provided me with the forum to exchange ideas and derive support. We all have our reasons for choosing librarianship as a career. Those reasons are as varied as our personalities. But I think we can all agree that every one of us deserves to have colleagues of the sort that I've been lucky enough to meet through NJ-ACRL. So, will it take up some of your time? Of course it will. Is it worth it? Absolutely!



*Gary M. Schmidt*  
Instructor  
Reference Services & Integrated Library Systems Librarian  
Lecturer, School of Language & the Arts  
Ocean County College

## COLLABORATIVE INFORMATION LITERACY OUTREACH THROUGH KEAN UNIVERSITY LIBRARY



Five groups of high school seniors from Alexander Hamilton Preparatory Academy, the high school for college-bound students in the Elizabeth (N.J.) school system,

visited the Kean University Library on Fridays during November and December 2010. The visits were designed to accomplish two objectives: to help the students develop information literacy competencies and prepare for college-level research assignments, and to promote Kean University as an excellent choice for higher education.

The Collaborative Information Literacy Outreach project extended from a previous internal Quality First Initiative Grant and was based upon recommendations made by an American Association of School Librarians/ Association of College & Research Libraries task force



in its "Blueprint for Collaboration." In this document, the task force recommends collaboration by librarians and educators who work with students to strengthen information literacy competencies as they make the transition from high school to the college setting.

After a welcome by University Librarian Luis Rodriguez, Charlotte Diakite and Cynthia Sanchez from Undergraduate Admissions introduced the students to Kean University, provided a video tour, and answered questions about the application and admissions process.

Librarians Chrisler Pitts, Craig Anderson, Eleanor McKnight, Janette González, Linda Cifelli and Shirley

Horbatt then helped the students work on a *Great Gatsby* research assignment by exploring the Kean University Library databases covering literature, history, social sciences, and historical newspapers.

Each student received an information package, lunch box and USB flash drive and was invited to return to the Library for further research.

Feedback from the high school students and teachers has been overwhelmingly positive. According to one Alexander Hamilton faculty member, "Our students demonstrated enthusiasm and expressed how grateful they were for having the opportunity to visit and use the Kean library."

*Submitted by Janette González and Linda Cifelli*



Program facilitators included George Mikros (Alexander Hamilton's principal), Susan Tamburro, Ward Brenckman, Valerie Young and Janette González.

## PRIZED BYRON COLLECTION ARRIVES AT DREW

Rare books, portraits, personal letters and other priceless material related to English Romantic poet, George Gordon, Lord Byron have arrived in Madison, NJ, as part of a gift from the Byron Society of America to Drew University. The collection of almost 5,000 items will be housed with the Drew Library's special collections, where students, scholars, and members of the public will be able to access it.

"Mad, bad' Lord Byron, as he was often caricatured, was the Mick Jagger of his time—edgy, libidinal, radical, and brilliant," stated Robert Weisbuch, president of Drew University and a specialist in nineteenth-century British and American writers. "The arrival of this collection will provide a feast of research opportunities for scholars and undergraduates alike."

Included in the Byron Society Collection are letters from Mrs. Byron, Thomas Moore, and Lady Byron, and the splendid collection of 1,900 volumes, including many early and rare editions, together with 600 booklets and 60 material objects belonging to collector Michael Rees, former secretary of the International Council of Byron Societies. Papers, correspondence, books, and photographs once owned by the late Leslie A. Marchand, author of *Byron: A Biography*, and editor of *Byron's Letters and Journals*, likewise form an essential part of the collection's holdings.

The collection also includes visual representations of the poet, such as Rembrandt Peale's 1825 lithograph of Byron, as well as statuary, mezzotints and engravings, Staffordshire figures, and decorative and other material objects that demonstrate the impact of Byron's life and works on his readers, both past and present.

"The deposit of the Byron Society's important archive of books and cultural materials in the Drew University Library is one of those events that do not often capture public attention," noted Jerome McGann, editor of *Byron: The Complete Poetical Works*. "But it is a moment in the history of the university where its commitment to the preservation of our cultural heritage is clearly displayed."

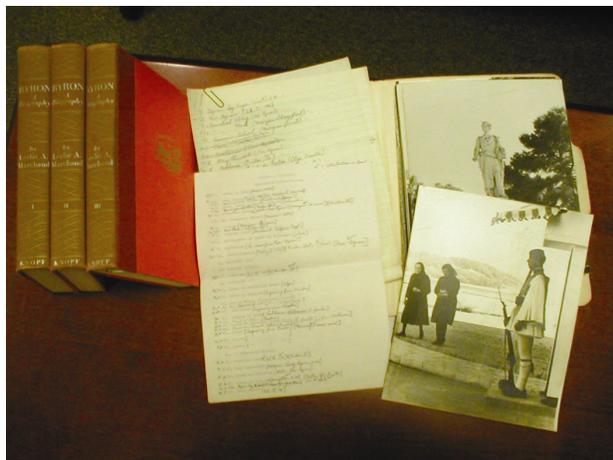
Drew University is known for its special collections and archives, including distinctive holdings on Willa Cather, Walt Whitman, John Wesley, and the history of world

Methodism. Discussions between Drew and the Byron Society began when it became known that the university had been given the coveted Byron and Whitman holdings of private collector Norman Tomlinson.

"Drew is the natural home for the Byron Society Collection," commented Marsha Manns, chair of the Byron Society of America and co-founder of the Byron Society Collection. The library's current holdings, including the Tomlinson Byron Collection, along with the value placed on collections of material culture and the university's willingness to provide wide access to the collection, were all important considerations for the society."

The majority of the collection will be catalogued by the spring of 2013. As items are processed, they become accessible to students, faculty, and visitors. This gift will be celebrated by a major conference that will bring together Byron scholars and collectors and marks the university's commitment to promoting the use of its special collections. For further information see: <http://www.drew.edu/uploadedFiles/depts/Library/news/visions/VisionsWinter10.pdf>

Submitted by  
Andrew D. Scrimgeour, Dean of Libraries



## NEW SPACES AND SERVICES AT SAINT PETER'S COLLEGE LIBRARIES

This past year has been extraordinary for the SPC libraries. The library staff continues to plan, evaluate, and promote change within the O'Toole and ECC Libraries. The changes relate to information services, the physical space available for individual and group learning and research, and access to both print and electronic collections. Our website, [www.spc.edu/library](http://www.spc.edu/library), has also gone through a major upgrade and the ECC library remains an important beacon for research and access to information at the Englewood Cliffs Campus. All these changes have occurred because of the internal drive for improvement which the library staff shares, continued external partnerships with individual faculty and academic and administrative departments, and the support of the College's senior administration.

In addition to the changes made to the library during the winter break, I am pleased to announce that, thanks to a generous gift from Congressman Frank Guarini, the College archives located on the ground floor of the O'Toole Library has been extensively renovated and renamed the Guarini Center for Community Memory.

The new archives space will house all of the College's archival collections, Congressman Guarini's legislative archives, the library's rare books and special collections, as well as a small but growing local history and genealogy collection focusing on Hudson County and the surrounding area. The new space also offers researchers access to materials of a historical nature and the numerous disciplines taught at the College. In addition, new partnerships will allow students to learn valuable skills in handling rare materials and digitization techniques for the conservation of print and 3-dimensional artifacts, thus allowing them for the first time to learn what it would be like to work in the field of archival, museum or library preservation.

The ground floor space of the O'Toole Library has been profoundly reinvented to provide space for students wishing to study quietly, where they can also access computer resources to research, write and print using the College's network and high-speed Internet. The space is designed for single-student use. Active grouping on the ground floor will be monitored and will not be permitted as the space is intended to be a solitary and quiet study area.

The vacated former archives space will become a new center for Graduate and Doctoral Research. Students studying at the graduate level or doctoral level will have their own secure space to research, acquire and leave their materials in advance of their studies. The new space is open to all students at the graduate and doctoral level across all disciplines. Space is also provided for seminars and doctoral defense meetings.

*Cordially,  
Dr. David Orenstein, Director  
Saint Peter's College Libraries*



Current Archives Space



Building the Guarini Center for Community Memory

## OPINION CORNER

A few years ago, I watched as a student took a picture of a book's ISBN with a feature phone. Since it was a deviation from normal student behavior, I asked the student why they took a picture and why the ISBN was the picture's subject rather than the cover or title page. The student quickly informed me that an ISBN search retrieves the information about the book more efficiently and effectively than a title or keyword search.



After this exchange, I began to rethink my perception of cell phone usage in the library setting. I realized that students were not just using the cell phone as a communication device, but they were also using it as a tool to capture, store and retrieve information. I soon became an advocate for encouraging cell phone acceptance. I espoused a controversial idea that cell phones were information delivery tools and should be treated much like other traditional information tools, such as books, journals and computers.

Like any information delivery tool, the cell phone is evolving. The feature phone is quickly being replaced by the smartphone in popularity and use. Students are now clamoring to connect their smartphones to wireless networks to access library resources and information. You may also observe the look of disgust as the student walks into a "dead zone" and attempts to regain the signal.

The smartphone is not only changing information accessibility, but it is changing how we interact with information at the library. Instead of photocopying a page from a periodi-

cal, you can simply snap a picture with your phone. Later, you may either zoom in or print the picture. Or, save retrieved articles to a smartphone by establishing a USB connection. Google Goggles, which has yet to release their API for development, allows you to find book reviews and related books simply based on snapshot of the book cover or the barcode. If you need to generate a quick citation, use the app, QuickCite. QuickCite uses a barcode utility to generate a citation in MLA, APA, IEEE or Chicago style. The citation is then automatically emailed to the smartphone's established email address. Forget carrying around a library card; check out your books using a barcode generated with either the Cardstar or Key ring app. Smartphones are increasing our students' engagement in accessible information and assisting in transforming the information into knowledge.

Yet, the idea of a cell phone as an information tool is (regrettably) considered progressive by many library professionals. You can still enter many academic libraries and find the no cell phone restriction enforced, crippling a student's ability to interact with information. Librarians should make every effort to not stifle a technology's use until an established use pattern and protocol has been determined.

As a profession, librarians need to continue to evaluate the evolution of this technology and how this tool may continue to be used to further the college's, the library's and ACRL's mission statement.

*Sharon Whitfield  
Emerging Technologies Librarian  
The College of New Jersey*

## SECTION ANNOUNCEMENTS

### 2011 Distinguished Service Award

It is my pleasure to announce that Robert J. Lackie, Professor-Librarian at Rider University, is the recipient of the 2011 Distinguished Service Award, granted by the New Jersey Library Association's College and University Section / Association of College and Research Libraries New Jersey chapter. This honor is awarded annually to an individual who, by his or her outstanding contributions, has directly enriched the profession of librarianship in New Jersey.

This award honors Robert's leadership on behalf of libraries, librarians and the library profession in New Jersey. Robert has served as Education Librarian and Co-Coordinator of the Research Instruction Program at Rider University since 1998. In other positions, he has served Charleston Southern University, Trident Technical College, and the United States Air Force.

Robert has helped many other librarians in his role as trainer and evaluator for the NJ Train-the-Trainer Group; Central Jersey Regional Library Cooperative executive board member; and Phi Delta Kappa International Trenton-Area Chapter representative. He is the current Academic Library Voting Representative at the new LibraryLinkNJ. He is widely published, including the recently co-edited book, called *Teaching Generation M: A Handbook for Librarians and Educators* (Neal-Schuman); and has presented at national and international conferences. Follow his blog at <http://librarygarden.net>

A formal presentation of the award will take place at the College and University Section's luncheon at 12:30pm on Wednesday 4 May 2011 at the NJLA Conference at Ocean Place, Long Branch NJ. Please join the NJLA-CUS/ACRL-NJ Executive Board in offering Robert congratulations and appreciation for the many years he has dedicated to the academic library profession.

Mark S. Thompson  
Vice President/President-Elect  
NJLA-CUS/ACRL NJ

### 2011 Research Award

It is our pleasure to announce that Eleonora Dubicki, Associate Librarian, Monmouth University, has been selected as this year's recipient of the NJ Research Award granted by the NJLA CUS/ACRL-NJ Research Committee for her article "Research Behavior Patterns of Business Students." The article discusses the results of a study designed to identify information-seeking behaviors of business students. Additionally, the study investigated the students' preferred methods of

seeking assistance in completing their research, as well as how they evaluated the credibility of sources they uncovered. The award recognizes excellence in the research efforts of New Jersey librarians.

A formal presentation of the award will take place at the College and University Section's luncheon at 12:30 p.m. on Wednesday, May 4, 2011, during the NJLA Conference at Ocean Place, Long Branch, NJ.

This year's selected presenters for the 2011 NJLA Research Forum are: Judit H. Ward, Center of Alcohol Studies, Rutgers University, for her research entitled "Building Relationships with Numbers: Bibliometrics in Academic Libraries"; Ma Lei Hsieh and Pat Dawson, Rider University, for their research entitled "A Feasible Method for Determining Snapshots of Student Information Literacy Skills at Rider University"; and Gary D. Saretzky for his research entitled "Nineteenth Century New Jersey Photographers" (unable to present due to schedule conflict).

Karen Pifher, Co-Chair  
Branch Director  
Peapack & Gladstone Library  
Somerset County Library System

Melissa A. Hofmann, Co-Chair  
Bibliographic Control Librarian  
Rider University

### Technology Innovation Forum

Nominees for the NJLA College and University Section Technology Innovation Award will demonstrate their projects as part of the Technology Innovation Forum at the NJLA 2011 Annual Conference on Tuesday, May 3rd, at the Ocean Place Conference Center in Long Branch, NJ from 3:30PM-5:30PM. The following are the 2011 nominees and their projects:

- Valerie Forestal, Stevens Institute of Technology, for the "oneSearch BookMarklet."
- Pat Denholm and Yolanda Sheppard, Bergen County Community College for "Sidney Mobile and QR Library Codes Project."
- Jane Hutchison, VALE Digital Media Committee, and Sandra Miller, William Paterson University, for the "NJVid Commercial Video Collection."
- Denise O'Shea, Fairleigh Dickinson University, for the "FDU Library eReader and iPad Lending Program."

The NJLA CUS 2011 Technology Innovation Award Guidelines are posted online at: <http://www.njla.org/njacrl/techinnov.html>.

## UPCOMING EVENTS

### SAVE THE DATE



Raising the Standards for Information Literacy:  
Librarians and Faculty Working Together  
**Tuesday, June 14, 2011**  
**9:30am-3:30pm**  
The College of St. Elizabeth

## PAST EVENTS



On February 23rd, Eleonora Dubicki (Monmouth University), Mary Mallery (Montclair University), Dorothy Meaney (Drew University), and Trevor Dawes (Princeton University) participated in a panel discussion for the students in the Rutgers MLIS program. Topics included a typical day in academic librarianship, major trends and points of conflict in the profession, necessary skills and abilities, and advice on MLIS course selection and the job search.

## MLIS STUDENT GROUP

This semester, the Rutgers MLIS students are forming an Academic Libraries Group with the help of faculty advisor, Marie Radford. We look forward to being involved in the NJLA CUS/NJ ACRL Chapter! Inquiries and ideas can be addressed to the student representative, Natalia Ermolaev, [nata3@rutgers.edu](mailto:nata3@rutgers.edu).

## ACRL NEWS

### New from ACRL and MIT Press: *The Atlas of New Librarianship*

The Association of College and Research Libraries (ACRL) and MIT Press announce the co-publication of a new title, "[The Atlas of New Librarianship](#)" by R. David Lankes of the Syracuse University School of Information Studies. "The Atlas of New Librarianship" offers a guide to a new landscape of librarianship that is unmoored from cataloging, books, buildings and committees. Lankes describes a new librarianship based not on books and artifacts but on knowledge and learning and suggests a new mission for librarians: to improve society through facilitating knowledge creation in their communities. To help librarians navigate this new terrain, Lankes offers a map, a visual representation of the discipline. For more information on this new publication, see: <http://ala.org/ala/newspresscenter/news/pr.cfm?id=6705>

### *College and Research Libraries* journal to become open access

The Association of College and Research Libraries (ACRL) announced that its scholarly research journal, *College & Research Libraries (C&RL)*, will become an open access publication beginning with the May 2011 issue. This change in access policy lifts the online version of the publication's current six-month embargo on new content and makes the complete contents of the journal from 1997 to the present freely available through the publication website at <http://crl.acrl.org>. Open access to current C&RL content will begin with the May 2011 issue. Additional details about the new open access policy are available in an FAQ on the ACRL website at <http://www.ala.org/ala/mgrps/divs/acrl/publications/oafaq.cfm>.

### Successful budgeting in academic libraries - online course, May 23 – June 10

An essential skill for managers is the ability to develop and manage a budget. However, many new managers are ill-prepared for this responsibility, since they may have received little, if any, education on budgeting while in library school. This ACRL e-Learning course will teach participants essential budgeting skills, including how to develop and manage a budget and how to write a persuasive budget request. Participants will be introduced to common budget and financial control practices, as well as finance-related terminology and principles used in higher education. As part of the coursework, participants will conduct an informational interview with a financial officer within their library or institution. Finally, participants will create a budget for a potential program or service in their library, as well as a budget request. Full participation in course discussions and a completed budget and proposal will earn participants a certificate of completion. For more information on this course, and to sign up, please see: <http://www.ala.org/ala/mgrps/divs/acrl/events/elearning/courses/successfulbudgeting.cfm>

## CUS PROGRAMS @ THE 2011 NJLA ANNUAL CONFERENCE

### **Libraries and the Cloud**

**Speakers:** *David M. Lisa and Bob Keith*

Cloud computing is referred to by some as an IT revolution. Today's cloud services make data and computing capabilities portable, sharable, and accessible from any online device and are usually easy to use. Libraries have already begun to adopt cloud services to alleviate the workload on their IT departments and increase efficiency. This talk will explore the major types of cloud solutions, their benefits and limitations, and the different ways libraries can implement them.

**Co-Sponsored by  
the NJLA CUS / ACRL NJ  
& Reference Sections**

**Tuesday, May 3  
1:30 pm — 2:20 pm**

---

### **Technology Innovation Forum**

Presentations from the nominees and winner(s) of the 2011 NJLA College and University Section Technology Innovation Award, which honors a librarian or group of librarians for innovative use and application of technology in a New Jersey academic library. The purpose of the award is to recognize distinguished leadership in developing new technologies for academic libraries.

**Sponsored by  
the NJLA CUS / ACRL NJ  
Technology Committee**

**Tuesday, May 3  
3:30pm — 5:20pm**

---

### **Web & Mobile Tools for Improving Library Services**

**Barbara Arnett (Stevens Institute of Technology), Valerie Forrestal (Stevens Institute of Technology), Mei Ling Lo (Rutgers University), Yolanda Sheppard (Bergen Community College), Pat Denholm (Bergen Community College)**

There are many free and easy ways to add value to your website and web services. Simple bookmarklets, add-ons and open source software can turn a little bit of programming knowledge (or copy/paste skills) into impressive and user-friendly tools for your library. You can also take advantage of vendor-created tools to expand your library's reach. This panel discussion will introduce innovative ways to improve library web services using QR codes, browser plug-ins and more.

**Sponsored by  
NJLA CUS / ACRL NJ**

**Wednesday, May 5  
9:00 am — 9:50 am**

**CUS PROGRAMS @ THE 2010 NJLA ANNUAL CONFERENCE****Let's Talk About Failure: Innovation, Risk and Failure**  
*Kenley Neufeld (Santa Barbara City College Library)*

Being innovative requires risk, and risk taking requires embracing failure. How do we embrace failure without glorifying it? How do we find comfort with less than successful efforts and learn for the next innovation? Can failure reveal our ability, make us stronger, inspire us, and build courage? Is there a place for innovation, and possible failure, in a risky economy and tight job market? Bring your own experiences.

**Sponsored by**  
**NJLA CUS / ACRL NJ**

**Wednesday, May 5**  
**11:30 am — 12:20 pm**

**Libraries and the NJ Judiciary – Partnering to Promote Access to Justice**

*Rebecca Pressman (Legal Services of NJ); Nancy L. Manuele, Esq;*  
*Deborah J. Fennelly, Esq; Linda Wiggins (Ombudsman, Union)*

People visit libraries now more than ever, and many want answers to questions about courts and the law. Those who attend this session will receive valuable information including: an overview of the Judiciary's website; tips for conducting basic legal research; hand-outs identifying court resources and services; and contact information for "go-to" people that librarians can call with their own questions as well as referral information for patrons with questions about the courts and the law.

**Co-Sponsored by**  
**NJLA CUS / ACRL NJ**  
**& Reference Sections**

**Wednesday, May 4**  
**11:30 am — 12:20 pm**

**Embedded Librarianship**

*Ann Watkins (Rutgers Newark), Eleanora Dubicki (Monmouth University),*  
*Roberta Tipton (Rutgers Newark)*

"Embedded librarianship" means different things in different contexts. We will discuss some of the working definitions of embedded librarianship, along with examples of how library content can be included in course management systems.

**Co-Sponsored by**  
**NJLA CUS / ACRL NJ**  
**& Information Technologies Sections**

**Wednesday, May 4**  
**11:30 am — 12:20 pm**

**CUS PROGRAMS @ THE 2011 NJLA ANNUAL CONFERENCE****College and University Luncheon**

*Speaker: Kathy Dempsey*

Building on the conference theme of Libraries are Essential, this year's College and University Section luncheon speaker, Kathy Dempsey, will present "Promote Your Value: Prove You're Essential." The winners of the section's Distinguished Service Award; Research Award; and Technology Award will also be recognized.

**Sponsored by  
NJLA CUS / ACRL NJ**

**Wednesday, May 4  
12:30pm — 2:30 pm**

**Social Media Is Not a Broadcast Medium**

*Kenley Neufeld (Santa Barbara City College Library Santa Barbara, CA)*

What are real results from social media efforts? What do social media tools enable? What are the new ways of thinking about social media? What are the new platforms and which platform is the right platform? How do we engage with an audience and bring it into the real world? How do you stand out and get the social communities (people) engaged with your library?

**Sponsored by  
NJLA CUS / ACRL NJ**

**Wednesday, May 4  
2:30 pm — 3:20 pm**

**Research Award & Forum**

Research Award winner and Research Forum winners will be selected and announced just prior to the Annual Meeting.

**Co-Sponsored by  
NJLA CUS / ACRL NJ  
& Reference Sections**

**Wednesday, May 4  
2:30 pm — 4:20 pm**

**RDA Under Scrutiny**

*Sharon Yang (Rider University), Marilyn Quinn (Rider University)*

RDA has become the new cataloging standard. The presenters will describe and comment upon RDA in conjunction with Semantic Web technologies, including concerns surrounding RDA's implementation. Technical details will be explained for non-catalogers and time for discussion will be allotted. The targeted audience is anyone that needs to understand this issue: catalogers and non-catalogers.

**Co-Sponsored by  
NJLA CUS / ACRL NJ  
& Technical Services Sections**

**Wednesday, May 4  
3:30 pm — 4:20 pm**