

NJ STATE LIBRARY TRUSTEE INSTITUTE REGISTRATION FORM

(Please print all information)

Mr. Mrs. Ms. (check one)
Name _____
Home address _____
City _____ State _____ Zip _____
Daytime Phone Number (include area code) _____ Evening Phone Number (include area code) _____
Email _____ Cell Phone _____
Name as you would like it on your name tag _____
Library _____ Library address _____
City _____ State _____ Zip _____
Trustee/Title _____
Director/Title _____

Roommate Preference (Name) _____
(If you do not specify a roommate preference or single accommodation, a roommate will be assigned to you)

Rates for Directors/ 3 or more Trustees per library:

\$140.00 each/double

\$200.00 each/single

\$70.00 each/commuter

If you require special accommodations to make the program accessible, please call 609-292-1329 or for TTD, call 1-800-852-7897, then contact Janice Holt at jholt@njstatelib.org 609-292-1329 or by email at jholt@njstatelib.org

THE TRUSTEE INSTITUTE HOW TO BE A BETTER ADVOCATE FOR YOUR LIBRARY

FRIDAY & SATURDAY
OCTOBER 1 & 2, 2004
OCEAN PLACE RESORT
AND SPA
LONG BRANCH, N.J.

THIS INSTITUTE IS A
JOINT VENTURE OF THE
NEW JERSEY STATE
LIBRARY, NEW JERSEY
LIBRARY ASSOCIATION,
AND THE NEW JERSEY
LIBRARY TRUSTEE
ASSOCIATION.

This year's Trustee Institute theme is *How to Be a Better Advocate for Your Library*. Last year's Institute with a theme of advocacy was so successful that it will be continued. The Trustees' role as the core advocates for public libraries is the focus. Come hear nationally recognized speakers who specialize in marketing, leadership and relationship building. This program is a joint venture of the New Jersey State Library (NJSL), New Jersey Library Association (NJLA) and the New Jersey Library Trustee Association (NJLTA).

The keynote and closing speakers are nationally known. Lillian Edelmann is a member of the New Hampshire Library Trustee Association. She is a co-author of the N.H. Core Competencies for library trustees. Lillian will talk about being an effective library advocate. Sally Reed is the Executive Director of FOLUSA, Friends of Libraries USA. Sally will address Boards and Friends groups working together for the library. Patricia Wagner of Pattern Research will speak on marketing your library and developing board and personal leadership.

The State Library will pay the costs for up to two trustees from public libraries for meals and double accommodations. If you require single accommodations, you will be charged at the rate of \$70. **REGISTER EARLY TO MAKE CERTAIN THAT YOU ARE A PARTICIPANT!** Come and meet fellow trustees from all across the state. Share your successes and concerns at this overnight event.

A delicious buffet dinner will be served. Linger over dinner and talk to your fellow trustees and commissioners. After dinner, table talks will be held so that you can discuss areas of common interest. A scrumptious desert buffet can't be missed! The hotel also has a spa, pool and other amenities. This year we will offer a very special raffle prize "Time at the Spa" for one lucky person! Stroll the boardwalk and take in some ocean air!

For a sneak preview of this luxurious hotel and directions, go to: www.oceanplace.com
Hotel phone: 732-571-4000

AGENDA

DAY ONE

11:00 a.m.–1:00 p.m.– Registration

1:00–1:30 p.m.–Introductions

Welcome from the New Jersey State Library, New Jersey Library Association, and the New Jersey Library Trustee Association.

1:30–3:00 p.m.– Keynote Session

Keynote speakers: Lillian Edelmann, Officer of the New Hampshire Library Trustee Association and co-author of N.H. Core Competencies for trustees. Lillian will speak on how to be a better trustee and advocate for your library. Sally Reed, Executive Director of FOLUSA (Friends of Libraries USA) will speak on Boards and Friends groups, working together for the library.

3:00–3:30 p.m.– Break and Check-In

3:30–5:00 p.m.– Concurrent Sessions

A. Trading Spaces: Merchandising Your Library and Collections

Presenters: Mt. Laurel Library staff and trustees. Joan Bernstein and staff; Tom Vivano, President of the Board of Trustees.

Hear about the first statewide demonstration site for the use of visual merchandising techniques in a public library to give customers the convenience, materials and comfort that they have come to expect in other environments.

B. Library Law, Finance and State Aid

Presenters: Pat Tumulty, Executive Director of the NJ Library Association; and Tina Keresztury, Associate Director, NJ State Library and other State Library personnel.

Find out how the required local financial effort and State Aid affect the budget and how N.J. library law influences policy and library services. Attendance recommended for new library trustees appointed within past 3 years.

C. The Patriot Act, CIPA and Unattended Children in the Library

Presenter: Cindy Czesak, Director of Paterson Public Library; Beth Egan, Director of Gloucester City Public Library; and Carol Phillips, NJLA President and Children's Librarian at East Brunswick Public Library.

What would happen if the FBI came looking for terrorists at your Library? How will current Supreme Court rulings on CIPA affect your Internet and information services for children? How should the library handle unattended children?

Hear from experienced librarians how they are handling these and other related issues. The NJLA document on *Unattended Children* will be available.

D. So, You are a New Trustee? What You Need to Know as a New Trustee

Presenters: Dan Harmatz, President, New Milford Public Library; and Lillian Edelmann, N.H. Library Trustee Association.

Learn from experienced trustees how to run effective meetings, orientation programs for new trustees, about staff and board roles, your policy making role, about board committees, bylaws, legal requirements, and additional resources for new trustees and commissioners.

E. Introduction to Fundraising and the Development Process

Presenters: Semple Bixel Associates

This introductory session gives a complete overview of the philanthropic marketplace. The workshop provides a comprehensive overview of the development process, the role of a board in development and how to solicit donors. It will also touch on creative fundraising options and how board members can successfully participate in generating gift income.

5:00-6:00 p.m.— Networking & Cash Bar

6:00–7:15 p.m.— Buffet Dinner and networking

7:30–8:45 p.m.— Facilitated Table Talks and Dessert Reception

Join in discussions at Table Talks led by NJLTA, Trustees, State Library personnel, other librarians and library groups.

Scheduled Table Talks are: NJLTA/NJLA, NJ State Library, Consortiums, RLCs, County Libraries, Small Libraries, Urban Libraries, Technology, Multi-Cultural Resources, Recruitment and New Trustees.



DAY TWO

7:00–8:15 a.m.— Breakfast Buffet

8:30–10:00 a.m.— Concurrent Sessions

A. Establishing Effective Relationships with Governing Officials and Making Community Group Alliances.

Presenters: Mayor Rick Vande Wende, Trustee of the Year 2004 of Waldwick Public Library; and Elaine McConnell, Director of the Ocean County Library.

B. Marketing As if Your Library Depended on It.

Presenters: Patricia Wagner of Pattern Research.

Marketing begins with an awareness of your library customers; immersing yourself in their world. Two of the most valuable things you can do for your library are to seek out people in your community to listen to, and to learn how the library can benefit them. Learn some practical ways to become a genius at connecting with your community, even when you think you know everyone in town and everything about them!

C. Planning for Results for Your Library

Presenters: Kathy Schalk-Greene, Assistant Director of the Mt. Laurel Library; Gail Dysleski, NJLTA President.; and Emily Rennie, President of the Ramsey Free Public Library Board of Trustees.

Kathy will present **Step-by-Step: Planning for Your Library.** Are you thinking about doing a strategic plan for your library? Learn how the Public Library Association's **New Planning for Results** book can help organize and guide your library's planning process. Hear from other trustees who have gone through a planning process.

D. The Key to a Successful Library: an Involved Board

Presenters: Trustees from four Bergen County public libraries will relate their experiences on successful board efforts to recruit a new director; to enhance funding for the library; to build a new library; and other innovative library services.

E. Evaluating Your Library Director

Presenter: Susan Briant, NJ State Library

Library Directors work under the authority of the Library Board and are responsible for implementing the Board's policy directives. How does a Board evaluate the library director? What problems may occur with termination?

10:00-10:30 a.m.— Food break and Hotel Check Out

10:30-11:45 a.m.— Closing Session: On Becoming an Everyday Leader

Presenter: Patricia Wagner, of Pattern Research in Denver, Colorado.

Eighty percent of a library trustee's job is leadership; the issues of risk, vision, influence and character. Everyday leadership is something that happens inside and outside of formal meetings and presentations. It is about how those big issues play out in the details of a trustee's day, from talking with potential donors and political supporters to greeting the janitor at the library to eliciting the best from your director during a difficult situation. Discover how to be an effective and respected leader.

11:45 a.m.— Evaluations and Adjournment



HOW TO REGISTER: Mail the completed registration form by **July 31, 2004** to:

Janice Holt / Trustee Training
New Jersey State Library
Library Development Bureau
PO Box 520
Trenton, New Jersey 08625
Phone: (609) 292-1329
Fax: (609) 633-3963
E mail: jholt@njstatelib.org

WHO SHOULD ATTEND: The Institute is designed for all current public library trustees. The State Library plans to pay for registration, lodging in **double accommodations** and meals for up to two trustees from each library **pending space availability. If you require single accommodations, you will be charged at the rate of \$70.** Library administrators may also attend with trustees. **pending space availability.** Library administrators will be charged for accommodations

CONFIRMATIONS: Trustees will receive a letter of confirmation for attendance at the Institute. If no space is available, you will be put on a waiting list. Priority will be given to reservations on a first come basis. **RESERVE EARLY!**

Library Directors will receive confirmation and be billed after space availability is determined.

CANCELLATIONS: Cancellations must be received by Sept. 20, 2004.
Contact Janice Holt at 609.292-1329 or jholt@njstatelib.org.

ALL PARTICIPANTS WHO DO NOT ATTEND AND DO NOT CANCEL WILL BE BILLED AT THE FULL COST OF THE INSTITUTE.

PLEASE COMPLETE, EXPLAINING YOUR PARTICIPATION IN THIS TRUSTEE INSTITUTE

____ Trustee _____ Number of years as a Trustee _____

Will you need lodging? Yes ___ No ___

Double occupancy _____ Single occupancy (\$70) _____
If not, which days do you plan to attend?
____ Both days _____ Friday, Oct. 1 only _____ Saturday, Oct. 2 only

Will you attend all meal functions? Yes ___ No ___

If attending as a commuter or for one day only, please specify which meals you will attend.

____ Buffet Dinner on 10/1 _____ Buffet Breakfast on 10/2
Dietary Restrictions (specify) _____

____ I am a Library Director (Register, but DO NOT send a check, purchase order or voucher until you receive confirmation of your attendance! You will be billed at the time you receive confirmation).

For additional registrants, photocopy the registration form.