

NEW JERSEY STATE LIBRARY ANNUAL REPORT

2014

NEW JERSEY STATE LIBRARY

Connecting people with information through libraries

NJ State Library
An affiliate of Thomas Edison State College

FISCAL YEAR **2014**

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THE NEW JERSEY STATE LIBRARY

NJSL delivers services in three primary areas: The State Library Information Center (SLIC), the Talking Book and Braille Center (TBBC), and through providing support for library development across the diverse, multi-type New Jersey library community which includes public, academic, school and special libraries. NJSL support ranges from distributing and providing the oversight over the Per Capita State Aide program, providing statewide resources and continuing education activities to offering leadership models and opportunities for innovation. There were a number of significant accomplishments by the State Library and its partners during the 2014 fiscal year.

The State Library of New Jersey envisions a future in which all New Jerseyans have access to exceptional library services and to the information resources they need to achieve their personal, educational and professional goals.

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THE STATE LIBRARY INFORMATION CENTER



Dave Finland researches in SLIC'S Library Law archive.

SLIC is the service area most closely connected to the work of Thomas Edison State College (TESC).

In addition to providing library resources, SLIC conducts training sessions in the use of resources, both in-house and online. This year, there were 79 such sessions. Most notable among these were a YouTube video done with and for TESC students on “Locating Nursing Literature with CINAHL Complete,” and the popular training on “Raspberry Pi,” a credit-card sized computer. SLIC also held several Lunchtime Learning presentations, which were funded by grants from the New Jersey Council on the Humanities.

In FY2014, SLIC, with financial assistance from the College, hired an archivist to initiate the establishment of an

archive documenting the history of TESC in Trenton. The archivist has developed an accession and resource identification schema to be implemented in an open source archives information management application. The project is under way, and the first box of archival materials has already been processed.

Two other notable SLIC projects involve New Jersey’s history. The first was an agreement to digitize and make available for future generations oral histories from the *Battleship New Jersey*. The second is active participation in planning and developing activities and resources for the 350th Anniversary celebration of the State of New Jersey.

SLIC STATISTICS

Lending:

16,503 items

NJ Digital Repository:

24,978 documents

Public PC usage:

15,584 sessions

**Visitors: 37,983*

**based on sampling.*

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THE TALKING BOOK AND BRAILLE CENTER



Miss New Jersey 2013 records an audio book for children at TBBC.

In the autumn of 2013, TBBC held its biennial Fall Festival at the Grounds For Sculpture, located in Hamilton, NJ. This event drew customers from throughout New Jersey to experience accessible tours of the sculpture park, demonstrations of new technology for individuals who are visually and physically impaired, and the opportunity to meet other users of TBBC's popular services.

Based upon focus group input, the Grounds For Sculpture has become aware of, and provided accommodations for, visitors who have visual or physical challenges. One of the highlights of this year's festival was the participation of "Library Champion" and literacy advocate, the reigning "Miss New Jersey 2013," Cara McCollum.

“Reading is a magical thing. It allows you to be whatever character you want to be... an adventurer, an inventor, a super hero - a princess!”

*—Cara McCollum, Miss New Jersey 2013,
NJ Library Champion*

The New Jersey State Library's Talking Book and Braille Center enjoys a reputation for creating improved and efficient models of service.

Last year, TBBC launched a pilot project to streamline the circulation system by using radio frequency identification (RFID) codes. In FY2014, TBBC initiated a project to locally record New Jersey authors who had not previously been selected for inclusion in the national Braille Audio and Reading Download (BARD) program. In addition, TBBC is pioneering another project. A group of New Jersey public libraries is the first in the nation to be allowed by the National Library Service to sign up for BARD accounts in order to assist their local TBBC patrons with BARD downloading.



LIBRARY SUPPORT, DEVELOPMENT AND INNOVATION

The State Library prides itself in responding to the perpetual challenges of developing and adapting its services for evolving constituent groups of SLIC, TBBC and the broader library community. Responding to the increasing diversity of New Jersey's population, and addressing TBBC's expanded role to provide services to people with dyslexia are two of the most recent constituent service areas on which the State Library is focusing.

In recognition of evolving technologies, services, and constituencies, NJSL and LibraryLinkNJ - the Statewide Library Cooperative (LLNJ), funded by the State Library through its network program funds - initiated a statewide strategic planning process for all of New Jersey's multi-type libraries in FY2013. Early in FY2014, the process was complete and a flexible planning tool was launched for interested libraries to use and adapt. This work will also serve as the basis for a new strategic plan for NJSL itself in the coming year. The same consulting firm will facilitate the process. In order to contain costs, much of the work will be carried out by State Library staff.

Findings from the statewide strategic planning process have already informed and strengthened NJSL's library support, development, and innovation activities, and helped shape a number of the initiatives that follow in this report. As part of the development and support role, NJSL provides resources for library administration and staff, including training for new directors and library trustees, data gathering, special targeted initiatives, and assistance with both collections' care and library law. In an effort to provide easier access to NJSL resources, a new website was unveiled in the summer of 2014 (www.njstatelib.org). The new website is designed to facilitate easier direct access to services provided by NJSL, rather than by categorizing according to departments of the State Library.

The State Library provides robust support for JerseyConnect, the statewide library technology infrastructure. This resource is used primarily by public libraries and is increasingly important as New Jersey residents turn to the Internet to access tax returns, search for jobs, create resumes, and sign up for the Affordable Care Act. Soon New Jersey residents may be able to complete citizenship and immigration documentation as a result of a new State Library partnership with the U.S. Citizenship and Immigration Service.



Rush Holt, District 12 Congressman participates in NJSL's Affordable Healthcare Act podcast recording.

State Library development staff members conduct extensive site visits to local public libraries every year. This was a high priority activity in FY2014 with a total of 40 libraries receiving in-person surveys and participating in extended interviews. NJSL's goal is that by the close of FY2015 all public libraries will have benefited from a one-on-one visit from a State Library representative. This activity is one of the primary ways that NJSL ensures that members of the library community are aware of services offered. Two-way communication also keeps State Library staff apprised as to which services are a priority. Currently, along with JerseyConnect, the supplemental resources provided by the JerseyClicks suite of databases is recognized as a key contribution by the State Library.

NJSL strives to support not only the provision of new electronic resources for all types of libraries, but also to increase the skills of library staff in caring for their existing collections. The New Jersey Collections Care Network (C3NJ) has been led by NJSL, but has been a collaborative effort with our project partners including the New Jersey State Archives, Newark Museum, New Jersey State Museum, New Jersey Historical Commission and Rutgers - The State University of New Jersey.



C3NJ Conference partners included, from left: Anthony Gardner, NJ State Museum; Dan Saunders, NJ State Historic Preservation Office; Ron Becker, Rutgers; Mary Chute, NJ State Librarian; Ingrid Bogel, CCAHA; Michele Stricker, NJSL; Tim Corliss, Rutgers; Sara Cureton, NJ Historical Commission; Carol Cronheim, assistant secretary of state; Joseph Klett, NJ State Archives.

The goal of this collaboration is to address urgent collections care needs through educational programs and training. The C3NJ alliance successfully pursued their second Institute of Museum and Library Services' Connecting to Collections grant that provided resources for a series of programs and workshops.

Intended to reach collections care professionals and volunteers, programming encouraged the use of best practices, supported targeted fundraising and marketing, increased the use of existing resources, and accelerated the development of collaborative strategies. To this end, 34 workshops were held on nine different topics over the past two years with 621 participants. The capstone to this initiative was a statewide conference where 120 attendees learned about important facets of emergency response, as well as how to build local networks for collaborative mutual aid. For the first time, leaders of our state's cultural institutions met with the heads of the NJ Office of Emergency Management and the Federal Emergency Management Agency (FEMA) Region II.

In addition to specialty areas such as collections care, NJSL annually provides basic training for newly appointed public library directors. New Directors' Training is held in February to coincide with the collection of data for the New Jersey Public Library Data and Analysis report. The program is always filled to capacity with 25 new directors learning the basics of their job, the intricacies of NJ Library Law, and forming a cohort of other directors for support. Based on constituent feedback, NJSL is currently developing a similar program for experienced directors to provide review and foster more in-depth understanding of the library laws.

In order to support trustees in fulfilling their governance role as required by Per Capita State Aid (PCSA) regulations, a Trustee Institute is held every other year. In the alternate year, NJSL licenses a series of webinars on topics such as budgeting, working with the library director, advocacy and evaluation. In FY2014, NJSL also piloted a new model of regional outreach targeting trustees in counties and communities with specific concerns or a history of low participation in the Trustee Institute and online training.

Statewide Strategic Planning discussions revealed that succession planning is a growing priority for the New Jersey library community as many of our experienced leaders approach retirement. To address the needs of the upcoming generation of library leaders, a nine month Leadership Academy was sponsored by the State Library and LLNJ for staff from around the state. Once a month, participants met with colleagues, benefited from expert training, and participated in designing pilot projects to address library needs. The most promising of these pilot projects will be proposed for possible seed funding by the State Library and LLNJ in FY2015.

A third round of the State Library's SWAT Team library makeovers took place this past year with the continued goal of transforming libraries. Four libraries had a specific area of their library made more user-friendly by expert New Jersey librarians. This effort has become a nationally recognized scalable model, because it employs a collaborative approach. The model uses the skills of experienced in-state librarians, while incentivizing modest local investments to achieve the actual transformations. One of the New Jersey SWAT Team experts gave a presentation



The annual two-day New Directors' Orientation Workshops feature essential information for new library directors and an overview of services offered by NJSL and TBBC.



Warren Township Library's transformed teen space. Local teen artists painted the mural and the library bought new comfy seating to create an inviting teen space.

on this project at the national Public Library Association's conference in March 2014.

With the rise of makerspace areas as creative learning environments, NJSL and LLNJ sponsored an opportunity to develop these creative areas in libraries. With grant funds from this joint venture, 15 'Makerspaces' were created in public, school, and college libraries around New Jersey to foster learning and creativity. The first projects were launched in April and May and are already drawing local attention and support by highlighting the role of libraries in their communities.

The State Library strives not only to provide competitive opportunities for such innovative efforts, but also to highlight the outstanding work already being accomplished in libraries around the state. During the annual New Jersey Library Association (NJLA) Conference, the State Library distributes awards to libraries that provide exemplary programs. Historically this has focused on "Early Literacy." In FY2013 NJSL added an "Innovation" category and in FY2014 added a "Multicultural" category. Publications highlighting this year's model practices

in the areas of early literacy and multicultural programming are available for use by others who might choose to replicate these award winning programs.

All of the above is not to say that there were not both fiscal and natural disaster challenges to be faced by the State Library and the state's libraries during the past year. NJSL provided leadership in facing these challenges proactively. Late in FY2013, a disaster recovery summit — *Ports in a Storm: the Library as Community Disaster Recovery Center* — took place sponsored by the NJSL in partnership with the National Network of Libraries of Medicine - Middle Atlantic Region (NN/LM MAR), LLNJ, and NJLA. This summit focused on the role that libraries play in the wake of a disaster of any type by providing services and information ranging from computers and free wireless Internet, to assistance filling out FEMA forms, or offering residents a place to power up their devices, stay warm, and connect with others.

As a follow up, in FY2014 the State Library successfully sought grant funding to assist the public library community



Michelle Dunworth, Liz Hoens, Jane Folger, Faith Boyle, and Sharon Rawlins during old story-new story activity at the “Get Storied” workshop.

with disaster preparedness. Activities included networking, submission of an article to the *NJ Municipalities* publication, programs that included the attendance of first responders, and a planning exercise for libraries called OPAL — One Page All Libraries. OPAL is a 15 week online service continuity plan for libraries that creates a simple, one-page document to help a library get its services up and running again, as quickly as possible. NJSL is now seeking additional grant funds in FY2015 to keep the conservation, preservation, emergency preparedness and business continuity communities working collaboratively.

Three New Jersey libraries have since received additional funding for their community disaster preparedness programs from NN/LM MAR. Their eligibility for these grants was based in part on their prior attendance at the *Ports in a Storm* summit, completion of a service continuity plan, and participation in the OPAL advanced disaster planning workshop. The Business Continuity Plan for NJSL itself was completed this year in preparation for recovery in the event of a disaster impacting State Library services.

The other area of continuing challenge for New Jersey’s libraries is funding and the State Library is no exception. NJSL experienced a 43% reduction in funding for statewide programs in 2011, and has remained level funded. The State Library’s purchasing power and ability to leverage statewide licenses and programs continues to erode in light of inflation. The impact of this is compounded by evolving technologies, increasing diversification of customer groups, and demand for new services. Sustaining the technological infrastructure continues to be a challenge for the State Library’s SLIC and TBBC staff and customers, as well as for the statewide JerseyConnect program. Network servers are reaching “end of life” with no line item budget support available.

In the current economic environment, it has become critical for library administrators, staff, trustees, and patrons to be able to communicate the true value of libraries – be they public or institutional – to their communities. NJSL has also provided public relations leadership and resources. A conference titled “Get Storied” was held in November of 2013. This one day program was designed for librarians with the goal of equipping them to be more effective spokespersons in order to educate their community members regarding the value of libraries. This event served as a precursor to an NJLA initiative in which local public librarians visited their state legislators during National Library Week to talk about the return on investment from library funding.

These visits from State Library staff and NJLA staff and members demonstrated results. An additional \$3 million in PCSA was included in the negotiated budget submitted to the Governor. Although the additional funding was ultimately vetoed, the fact that it was added into the budget by the members of the Assembly and Senate Budget Committees shows that communication regarding the value of libraries has strengthened. This was a great cooperative effort between the State Library and NJLA.

In the course of statewide strategic planning conversations, it became clear that many libraries would benefit from alternate sources of supplemental funding. In response, NJSL sponsored a series of three workshops in May of 2014. Titled “Grant Writing 101,” the classes were designed to introduce attendees to the basics of this subject and give them sufficient confidence to submit modest local grants. A more advanced workshop on fundraising and library foundations is planned for the coming year. In addition, a cross-departmental grant-writing team was formed at NJSL to address raising funds for targeted statewide projects.

In some instances, the State Library’s efforts are focused specifically on grant seeking. However, in others, networking has led to the discovery of likely partners for developing future initiatives. Collaboration is absolutely integral to C3NJ efforts in emergency and disaster preparedness, preservation and conservation. In FY2014, NJSL strengthened two other key alliances. The first was with the New Jersey Department of Labor and Workforce Development (LWD). This agency first became a strong NJSL ally over the past several years during the NJSL Broadband Technology Opportunity Programs (BTOP) Grant. The second was with the aforementioned regional libraries of medicine. NN/LM MAR, who first partnered with NJSL for the *Ports in a Storm* summit in FY2013, supported several of the State Library’s FY2014 disaster preparedness and planning initiatives.

STEPPING INTO FISCAL YEAR 2015

Events that took place in the first half of FY2015

Statewide Summer Reading Program

During the summer, readers of all ages, from infants to adults, throughout NJ's public libraries had the opportunity to participate in the annual summer reading program, which is administered by the New Jersey Library Association, supported by a grant from the New Jersey State Library.

NJ Library Trustee Institute

In Mid September, over 200 library trustees, administrators and directors from across New Jersey convened for the biennial New Jersey Library Trustee Institute. The topic was Advocacy & Political Action for Libraries.

Jennifer Podolsky and Mimi Lee showcase NJSL's Mobile Device Discovery Kit at the NJ Library Trustee Institute.



Elizabeth Burns demonstrates the use of Braille Blocks during a program at the Youth Services Forum.

Youth Services Forum

In early October, over 200 librarians participated in a full day series of informative and interactive workshops during the 24th Annual Youth Services Forum: A Day of Hot Topics and Issues in Library Services to Children and Young Adults, sponsored by The State Library, The New Jersey Library Association and The New Jersey Association of School Librarians.

Adult Services Forum

In late October, the 6th Annual Adult Services Forum convened, sponsored by the New Jersey State Library, the New Jersey Library Association and LibraryLinkNJ, with the theme Advocacy, Marketing and More.



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LOOKING AHEAD

In addition to forging alliances with both LWD and NN/LM MAR, the State Library received grants from both agencies at the close of FY2014 to carry out new initiatives among libraries in New Jersey during FY2015. The LWD grant will provide a program titled Career Online High School program to selected public libraries. This innovative program allows students to complete their high school diploma on-line, as well as to receive career counseling and advice, and achieve a credentialed career certificate. The NN/LM grant will fund a series of programs on “Mental Health First Aid for Library Staff,” acknowledging the role that library staff play in assisting their customers with sometimes stressful situations and the resulting ‘compassion fatigue’ that has been recognized as impacting staff effectiveness and resilience.

Networking, collaboration, partnership and relationship building have become hallmarks of the State Library’s approach to doing business over the past several years.

In a number of the instances noted above, this has involved new external collaborators. However, at the core of the State Library’s work, are existing affiliations and alliances that are embedded in the mission and purpose of our agency; TESC, NJLA, New Jersey Center for the Book, LLNJ, The Virtual Academic Library Environment (VALE), The New Jersey Association of School Libraries, the Health Sciences Association of New Jersey, and the libraries of the state. It is the work with these partnering entities that defines the State Library’s work product from year to year. The NJSL’s planning activities in FY2015 will heighten awareness of challenges, clarify vision and purpose, and articulate the State Library’s strategic objectives.



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