

NJLA Professional Development Committee Meeting

February 17, 2005

Monroe Township Public Library

Members present: Steve Okrend, Sharon Goldschneider, Joanne Roukens, Rosalind Reisner, Mary Pritting, Christine Hill, Brenda Muhlbaier, Sophie Brookover, Carol Phillips, Glynis Wray.

Minutes: The minutes of the January 5, 2005 meeting were approved with minor typographical error corrections.

Subcommittee Reports:

Conference: (Presented by Mary Pritting on behalf of Nancy O'Grady) The schedule grid has been mailed out and is available on njla.org. Paco Underhill had a conflicting engagement, and so will not be a keynote speaker. The committee is still seeking a Wednesday keynote speaker. Toni Garvey of Phoenix (AZ) Public Library fame is the Tuesday keynote speaker. Volunteers are needed for the hospitality table. Please contact Judy Mansbach: jellmans@lmxac.org to volunteer. Also, volunteers are needed for the registration booth. Nancy is swamped with family responsibilities, but if you've e-mailed her recently, she will get back to you as soon as she can.

Exhibits: 88 exhibitors are signed up so far.

Leadership: Roz Reisner reported that there have been two more sessions of the Emerging Leaders program since our last meeting. In January, Joanne Roukens spoke on presentation skills and Gloria Dinerman spoke on leadership. In February, the group took a tour of the Mount Laurel Library and enjoyed an excellent staff presentation. Kathy Schalk-Greene presented a workshop on meeting skills for the afternoon session. March will bring the group's graduation ceremony with six speakers talking about their paths to leadership roles.

Joanne Roukens announced that HRLC is going to offer the Super Supervisors program again – save the date flyers have been sent out. Series One registration opens in April, with subsequent series by invitation to previous Series One participants.

Mentoring: Sharon Goldschneider informed the group that two mentors and mentees have been matched up so far. Pat Tumulty advertised the mentoring program in her monthly e-mail announcement, and it has also been advertised heavily with the Emerging Leaders class.

Sharon asked for more members to join the Mentoring Subcommittee – Mary & Glynis Wray answered the call. Since the problem the subcommittee faces is a glut of mentors (hurrah!) and a dearth of mentees, Sharon plans to contact the chairs of all sections over the summer to ask for an introduction of the program at the first meeting of the year. Joanne will distribute a flyer at Train the Trainer sessions. Carol Phillips suggested a mentoring snacktime meeting at the conference. Carol also suggested

recruiting mentees from SCILS – NJLA is going to start a student NJLA Chapter there. Sharon will contact Dan O'Connor at SCILS to follow up on this.

Sophie Brookover and Sharon were reminded of the idea to create an electronic sign-up form at njla.org that would be sent automatically to Sharon's e-mail. Joanne recommended disseminating information on the program through the region's listservs and newsletters. Sophie agreed to post an announcement to the NEXGENLIB-L listserv and to contact Ranjna Das regarding the creation of a webform to automate registration in the program.

Website: Mary thanked Sophie for posting the newsletter and thanked all contributors for their columns. Carol reported that issues regarding the website were discussed at length at the previous day's Executive Board meeting, summarized below.

Executive Board Meeting Discussion: The discussion included such items as: should there be password-protected materials available at njla.org? Would such materials actually contribute added value to an NJLA membership? The Publications Committee would like to see some materials password protected. Would password-protected materials induce non-members to join the organization, or would it be a turnoff? This led to a discussion among the PD Committee members in attendance about what, in their view, constitutes the value added experience of NJLA membership. These included conference & program discounts, involvement in organization & perpetuation of the field; and motions & documents created by sections & committees.

Leading Through Reading: Joanne feels that marketing is more crucial as a topic for this program than customer service issues. Does the committee agree, given that we covered customer service in 2004? Sharon pointed out a natural flow towards marketing & advocacy from Judith Seiss' Preconference presentation; Joanne also views it as the natural next step after the Nordstrom title. Joanne pointed out that issues surrounding customer service/problem patrons are very important, but that marketing is more positive & upbeat, and is also more related to the work that all library employees do. Joanne consulted with Kathy Schalk-Greene and with a colleague at The Ivy Group, who recommended Beckwith's *Selling The Invisible*.

Group consensus was reached: marketing is to be the theme for Leading Through Reading 2005.

A lively discussion followed regarding the use of commercial/business-based books on marketing vs. those produced by & for librarians. It was decided that Sharon would investigate the field of library materials for viable marketing titles, and would distribute a list of such titles to the group before the March 31st meeting. The parameters set by the group were: the titles must be in print, they must not be prohibitively expensive, they should be written in an accessible style, and should be of use to all library staff.

Mary urged everyone to consider that a decision *must* be made at the March 31st meeting in order to roll out the 2005 program at the NJLA Conference.

Core Competencies:

- a) Technical Services: Accepted by Executive Board and has been posted at njla.org.
- b) The Executive Board is looking at the Core Competencies for Librarians
- c) Management: Next meeting is March 3; Mary hopes to hear from them in time for March 31st meeting.

Blog Proposal: Sophie submitted a blog proposal to the group via e-mail. We read it over and discussed the following:

- ❖ What would NJLA use the blog for?
- ❖ Should this committee forward the proposal to the Executive Board? If so, we will need to provide a more detailed proposal, in order to have major questions answered ahead of time.
- ❖ Sophie offered to pull in the Web Committee and the Info Technology Section, and to consult with Steven Cohen, blogger in chief of the PLA Blog, and with the California Library Association, which has its own blog, as well. Sharon volunteered to help out.
- ❖ Mary asked Sophie to investigate further the following questions to develop a more detailed proposal: would the blog be open to all readers of njla.org, or would it be for members only? Who would be a contributor? Would comments be open or not?
- ❖ The next Executive Board meeting is March 15th, but the committee decided to review a revised proposal on March 31st, and to shoot for presenting it to the Executive Board at their May 15th meeting.

New Business/Announcements: Christine Hill's new book, due to be published in June, is a biography of Gwendolyn Brooks for Enslow Publishers. It's her 6th title for them!

Sophie was a recipient of the Baker & Taylor/YALSA Conference Grant.

Carol announced that on June 10th, the Public Policy Committee will be sponsoring an open forum on pressing issues facing libraries, including funding, service provision, and so on. Location TBA.

Roz announced Book Expo America will be held June 3-5 in NYC. It costs \$45/day or \$75 for all three days. BEA also sponsors A Day of Dialogue, which is a day-long discussion of trends in publishing, with publishers & librarians on the panel & in the audience.

N.B.: New location for the March 31st meeting! Union Public Library is not available – the location will be the Monroe Township PL once again.