

# New Jersey Libraries NEWSletter



## Library Website Redesign

*Kelly Garwood, Librarian  
Mt. Laurel PL*

### Decide what you want.

Our redesign project started with the formation of a project team, which met several times to formulate ideas and brainstorm on what we'd like our website to look like and do. We discussed questions like: What colors would be "hip" but not dated in a year? What information was important enough to take up that valuable home page real estate? How would we simplify upkeep? What was possible with our current server configuration? Who were our users and how were they using our site? The team also surveyed all staff and encouraged them to give us their no-holds-barred website wish list.



*Kelly Garwood,  
Avatar*

To generate more ideas, we enlisted the help of ITI students in the Information Technology program at Rutgers University's School of Communication, Information and Library Studies, who develop library homepages as a project in their web design class. Most importantly, we posted a customer survey on our current website and distributed a paper copy

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# Message from the PRESIDENT

When I talk to NJLA members about their membership or how they first got involved with the Association, I often hear a story about how they were asked to join by a colleague or friend. That personal connection is what prompted them to first join or attend their first workshop or meeting. In some cases, my own included, librarians were encouraged to join by a supervisor or mentor.

I would like to invite you to “ask” a colleague or friend, on behalf of the New Jersey Library Association, to join as a new NJLA member by giving him or her a membership form and perhaps a copy of this newsletter. If there are interns at your library, you can let them know about the joint ALA/NJLA membership at a reduced rate for MLS students.

As a current member of NJLA, you already know the benefits of membership in your professional association. Please let someone else know about opportunities for career development and discounts for skill-enhancing workshops and the advantage of staying informed with the newsletter and listserv announcements. Membership in NJLA benefits all NJ libraries and librarians by supporting advocacy efforts with government leaders at the State and the Federal levels.

Lynn Schott, Bergen Community College, is the current Chair of the Member Services Committee. Lynn notes, “Don’t forget that NJLA programs are not just educational, but also lots of fun. The next time you consider going to an NJLA program or meeting, think about inviting a friend or co-worker to attend with you. If they are not already an NJLA member, this is a perfect way to introduce them to our association.”

For some of us, the fun begins when we travel with a friend or co-worker to an NJLA event or meeting. Nothing helps to make the travel time go faster than a little laughter and conversation.

Kathy Schalk-Greene, Mount Laurel Library, is a current co-chair of the Conference Committee. Kathy says, “I love carpooling to NJLA meetings and events. Not only is it earth-friendly and economical, it’s a great opportunity to learn from other colleagues, both professionally and personally. I’ve gotten great ideas that I could implement at my library through these front and backseat conversations.”

So the next time you’re going to an NJLA meeting or event, send out an email and find out who else is going and you’ll enjoy the drive to and from, as well as the great NJLA offering.

I do hope you’ll ask friends or colleagues to join NJLA and to get involved with our projects and initiatives. Why not invite them to “Add Your Voice Today — Join NJLA!”

As Lynn says, “Make it a habit to invite someone to join you at NJLA in 2009!” P.S. Joining NJLA is easy. Visit [www.njla.org/join](http://www.njla.org/join) to join online or to print a membership form.

**Heidi Cramer, NJLA President**



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### *Mission Statement of the New Jersey Libraries NEWSletter*

The New Jersey Libraries Newsletter is one of the official publications of the New Jersey Library Association and serves as a vehicle for communication of library issues and activities among the members of NJLA.

### *Editorial Statement of the New Jersey Libraries NEWSletter*

The New Jersey Libraries NEWSletter shall provide news of the New Jersey Library Association and information about statewide, regional and local library activities. News shall be as current as possible within the constraints of the publication schedule and the publication will serve as an archival record of significant and lasting library issues and topics. The New Jersey Libraries NEWSletter shall provide reports from officers, committees, roundtables, sections and other units of the NJ Library Association. It shall also publish reports on trends and practices in the library profession and articles on topics of interest to the New Jersey library community. Ephemeral issues and time-sensitive topics will be covered in the listserv or the Association website.

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# Letter from the EXECUTIVE DIRECTOR

**M**edia pundits keep stressing that what happens on Wall Street directly impacts Main Street. Certainly, the economic downturn affecting Wall Street has had an impact throughout New Jersey. Everyone is trying to economize. There is, however, one industry that is booming – the library. Libraries throughout the country are reporting that people are coming in record numbers. ALA reports that 68% of the public now has a library card (the largest percentage ever). People realize they need their local library- now more than ever. Libraries are the ultimate “main street” service providing economic assistance right where people need it – close to home.



NJ librarians are responding with creativity and compassion by providing services and programs to help individuals and families cope with the economic downturn. Some examples are:

Circulation of library materials is growing rapidly as people find they must forgo purchases at book or video stores and are borrowing extensively from the local library. Libraries are offering a wide range of programs including traditional offerings, from book discussions and lectures, to new services like “Wii” gaming for all ages.

Family programs such as a Friday Film Night and family story times provide opportunities for enjoyment. Families are building memories through shared experiences at the local library, while maintaining the family budget.

Internet access is now an essential communication tool. As home budgets begin to shrink, many are unable to pay the monthly service fee. Fortunately, every public library in NJ has free Internet access available to the public. This provides a lifeline for many, particularly job-hunters. The Internet is the source for most new job listings and people without access to the Internet miss many opportunities for employment. In addition, many employers, from Continental Airlines to the discount store Family Dollar, require online employment applications. Internet access at the public library, therefore, is not only a research tool but also an essential job-seeking tool.

Librarians are also providing additional services for those seeking employment, such as resume review and classes on job searching. Online tools such as *Learning Express* provide practice tests and tutorials for many standardized tests in the areas of law enforcement, health careers, cosmetology, and teacher preparation.

As Wall Street struggles to replace large job losses in many industries, individuals are becoming entrepreneurs and creating their own employment opportunities. New services such as *Biz Gateway*, developed by the Burlington County Library, provide a wide range of services for new businesses. Statewide business databases, such as

## From the Editor

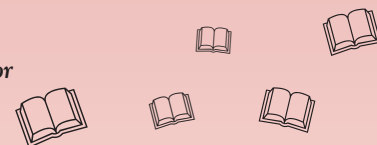
Marketing often means different things to different people, and even dictionaries define the concept in divergent terms. The definition that I find most appropriate is the 2004 AMA (American Marketing Association) statement, “Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.”

This definition, unlike its 2007 revision, seems more appropriate to the functions of non-profits who are not necessarily selling a product or “exchanging offerings.” Libraries are delivering value through their collections and in their services and must communicate those values to their current and potential customers – “patrons,” students, users, and also our staff.

Creating and delivering services and collections are routine in all libraries and are necessary for survival. Communicating those values to various audiences, however, is often a challenge, but as you will see in the articles in this issue, innovative uses of technology can play a vital role in achieving that goal.

Read these articles to learn how NJ librarians are marketing their libraries by redesigning websites, creating Flickr accounts, promoting services through emails and maintaining staff wikis. New Jersey librarians are finding new ways to communicate to their customers, and in so doing, are also “managing customer relationships in ways that benefit the organization and its stakeholders.”

Jane L. Crocker, Editor



RefUSA, provided through the NJ State Library’s “Knowledge Initiative” (KI), give every library patron access to essential business information for creating and sustaining a business.

Although Wall Street may be facing a period of fiscal uncertainty, Main Street will continue to remain strong because of our local libraries. In this economy, one thing is certain - strong libraries make strong communities!

**Editor’s note:** Pat Tumulty testified at a hearing sponsored by the Assembly Labor Committee on Sept. 22 and spoke about the role of libraries in employment and economic development. That testimony is available at: <http://www.njla.org/statements/testimonylaborcommittee.pdf>

Pat Tumulty, NJLA Executive Director





# People in the News

## Appointments:

**Michael Drazek**, previously Assistant Director, is the new director of the Pompton Lakes PL.

**Jeff Kesper**, who retired from the NJ State Library, is the interim director of the Old Bridge PL.

**James Keebbler**, formerly Director at the New Providence PL, has been appointed the new director of the Piscataway PL.

**Elsworth Rockafeller** has relocated from Ocean County Library to join the District of Columbia PL system.

**Mary Romance** left the Roxbury PL at the end of September to become the director of the West Orange PL.

**Wendy Sandford**, who had been the assistant director at Mt. Olive PL is now at the Wayne PL.

**Dr. Mark Winston** is the new Assistant Chancellor and Director of the John Cotton Dana Library, Newark Campus, Rutgers University. Mark had been a professor at Rutgers SCILS for several years then went to North Carolina.

The State Library has announced the appointment of three new staff members: **David (Dave) Lisa** will be the Adult Services and Urban Libraries Specialist and comes from the West Long Branch PL (NJ) where he has been the director since 2002; **Robert (Bob) Keith**, is the Technology Specialist, and had worked at the Princeton PL as the Technology Integration Librarian, and **Alka Bhatnagar** will be working with the NJ Knowledge Initiative Team, providing trend analysis for the NJ State Library and the NJ Library Network and comes from the Camden County Library system, where she has worked since 2000 as a reference librarian.

## Honors and Awards:

**Tonya Badillo**, Long Branch PL was selected by ALA to attend the Guadalajara Book Fair. Tonya is one of 150 librarians working with Spanish-speaking collections who was selected for this program.

**Scherelene Schatz** has published a new book called, *The Adirondacks* by Arcadia Publishing. Her personal collection of vintage postcards offers a glimpse of the Adirondacks in the early 20th century, as the region evolved from a haven for hunters, loggers, and miners to a tourist destination for the rich and famous.

**Patricia Simmonds** of the Piscataway PL was honored as the "Employee of the Year" by the Libraries of Middlesex.

## Deaths:

**Richard Cass**, former director of the West Caldwell PL, died on Oct. 7, 2008. Dick had been an active member of NJLA for many years before his retirement in 1998.

**Nancy Leporatti**, Director of the Monmouth Beach Library for 16 years, died in early September.

**Ken McPherson**, NJLA president 1964-65, died on September 18, 2008. Originally from Canada, he was the assistant director and then director of the Bloomfield PL. He was the director of the Morris County Library for almost twenty years, retiring in 1986. Ken was active in developing a key legislative policy document called "Libraries For the People of New Jersey." He moved to Phippsburg, Maine, in 1991. Ken's obituary is posted on the NJLA blog for Oct. 6, 2008.

## Retirements:

**Joan Bernstein**, Director of the Mount Laurel Library and past president of NJLA, has announced her retirement, effective at the end of 2008.

**Rita Hilbert** has retired from the Mt Olive PL. **Roland Bennett**, who retired from the Maplewood PL, is the interim director.

**Anne Roman** has retired from the Piscataway PL. Assistant Director **Molly Newling** is the Acting Director.

**Theresa Jean Rubin** of the Bloomingdale PL retired in November 2008.

**Barbara Sikora** has retired as director of the Livingston PL.

## UPCOMING ISSUES

Spring '09

Connecting to the World

Summer '09

Reading

Fall '09

Children's Services

Winter '09

Advocacy

## **“Library Website Redesign”...continued from page 1**

throughout the library, asking users what they wanted from their library website. The resounding cry was, “Make it EASY to find what I’m looking for and, oh yeah, can it be pretty too?!”

In the end, our desire was a site that was more professional-looking, easy for our customers to use and able to grow and expand to include future services, events and enhancements. Our “must have” list included: an events listing on the home page that linked to online registration, a simple catalog search on the home page, user-adjustable font size and a large amount of navigation so our customers were only one to two clicks away from what they were looking for. Mock-up drawings helped finalize decisions on color, placement, wording, font size, navigation, etc.

### **Create it**

For cost effectiveness, we hired a designer to create three Dreamweaver templates - a home page, a secondary (inside) page and a kid’s page that we could populate ourselves.

After interviewing several designers, we sent our final mock-up, specifications for colors, fonts, etc., our “must haves” and our timeline to the selected designer. After a few attempts and some collaboration with the designer, we got the design we wanted.

During the designer’s template creation process, I took online Dreamweaver and HTML courses with the HTML Writers Guild. I had decent knowledge of HTML but needed to get up to speed with Dreamweaver and CSS in order to manage the new pages effectively.

Upon completion of his part, the designer transferred all the files necessary to create our new site. I then began creating all the secondary pages and filling in our information. I initially housed the site under a different domain name with an inexpensive hosting service so I could work out the kinks of the site in a live environment.

### **Go Live**

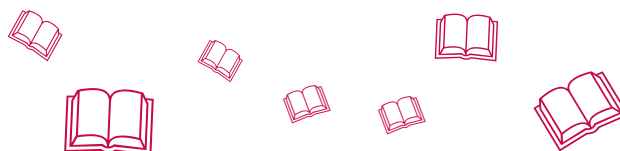
Another benefit of having the site up and running under an alias web address was that staff members got to practice with the new site as much as they felt they needed to, whenever and wherever they wanted. Staff had the opportunity to take it for a test drive and ask any questions. One-on-one training was offered to staff, but since it was constructed for ease of use, very few felt it was necessary.

Well in advance of the switchover, we posted an announcement on our current site. Staff received a countdown to the “go live” date and everyone was ready to assist patrons with the transition.

On the morning of the switchover, all the new files were transferred over to the library server. With the exception of a few link fixes, everything went smoothly. Even our patrons were excited!

The final piece of the redesign project was to once again survey our patrons to see how they felt about the new site. The response was abundantly positive.

After living for a year with the site, we’re still quite pleased with it and its adaptability. We’re currently in the process of expanding our pages in order to keep up with current popular browser resolutions and to make room for new services and Web 2.0 projects like Meebo, Delicious and Screencast tutorials. The Mt Laurel Library website is located at: <http://www.mtlaurel.lib.nj.us/> For more information, contact Kelly at: [kej@mtlaurel.lib.nj.us](mailto:kej@mtlaurel.lib.nj.us) or 856-234-7319 x313



## ***Plan Ahead !!!*** **2009 NJLA Conference**

**Monday, April 27 -  
Wednesday, April 29, 2009**

### **Pre-Conferences:**

**Monday, April 27, 2009**

### **Programs, Vendor Exhibits,**

### **Poster Sessions:**

**Tuesday, April 28 & Wednesday, April 29, 2009**

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# Using a Wiki as a Library Staff Intranet

Maureen Wynkoop, Web Services Librarian  
Camden County Library System

Communication among staff in a multi-branch system is always a challenge. Through the years, the Camden County Library System has employed a number of methods, including a web-based Intranet and bulletin board, targeted e-mails and department and branch announcements. But there always seemed to be gaps in communication, and difficulties in finding policies, forms, and other essential documents. This year, we decided to put everything on a staff wiki.

Our director, Linda Devlin, created the first wiki, and called it CCL Buzz. The management team tried it out for a while, and decided to open it up to all staff. This was a major change, since only a dozen authors were allowed to post news on our web-based Intranet. It took time, experimentation, discussion and many changes to lead to the wiki that premiered in July 2008.

We used PBWiki and tried the free version first. But when we opened up the wiki to all staff, we decided to upgrade to the "Silver" wiki for \$99 a year. With the upgraded wiki, we were given 1000 mb of storage, rather than 1 mb. We could customize the wiki's appearance, and create zip backups of all the content. The primary advantage was that the Silver plan allowed several levels of passwords. We wanted a private wiki that could not be seen by the outside world and implemented three levels of passwords. Contributors can edit, upload, and create new pages and Moderators can also delete pages. The Administrator controls all the settings for appearance and function and can recover lost data or formatting.

The wiki homepage has links to the staff's most frequently visited sites, and a navigation bar for seven categories: Calendars, Forms, Frequently Used Links, Phone/Mail, Policies/Procedures, Reports/Statistics and Staff Resources. Mousing over any of the categories shows the subcategories, so most of the wiki pages can be reached directly from the homepage. The right column has library news, listed in reverse chronological order. The left sidebar has useful tools, including: search boxes for the library website, catalog, Google and Amazon; the last five updated pages; links to the IT Help Form and Events Software; and links to websites for scheduling

meetings, creating lists, converting files, and holding IM meetings. It doesn't matter how good a wiki is if no one uses it. When the wiki premiered, we also followed through with these proactive steps. All staff members were given the option of having the wiki as a desktop shortcut or the browser's homepage. Our IT Dept. placed a shortcut with a "magic" url on each staff computer

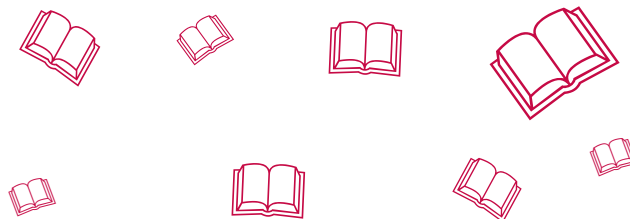


Maureen Wynkoop

so that no passwords are needed within the library. Extensive step-by-step instructions for common tasks, like posting news to the homepage and uploading reports and minutes were developed. Branch and department heads were instructed to give staff time each day to view the wiki, classes were held at every branch, and wiki experts were designated.

You'll need to let go of perfection when you use a wiki to share staff information. With so many authors, the writing style and appearance will not be completely consistent, but we find that the trade-off for more complete and accurate information is worth it.

It doesn't cost anything to create and play with your own wiki. Sign up at <http://pbwiki.com> for a free academic wiki, and try it out. Want to learn more about our wiki? Contact [maureen@camdencountylibrary.org](mailto:maureen@camdencountylibrary.org)



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# Academic Marketing Strategies

Eleonora Dubicki, Assistant Librarian  
Monmouth University Library

Not all academic libraries are centrally located on campus, and it takes significant marketing efforts to get students to use the library. Reaching out to students early in their academic career is critical to promoting information literacy and developing excellent research skills that they will carry into the future. All freshmen orientation tours must include a stop at the library. Listening in to student guides as they talked about the library during Monmouth's campus tours this summer, I realized that they were enthusiastically spreading the word about the beautiful library facility and the supportive library staff. Word-of-mouth is a powerful promotional tool, especially when it comes from peers. An open house early in the semester is another effective way to attract students to the library. Offering food, giveaways, and fun events always draws a crowd, especially free pizza and gourmet cookies. One of the activities at Monmouth's Open House this year was the Amazing Library Race, where students received passports and visited destinations around the library. Our objective was to use a fun approach to familiarize students with the various services of the library. We also offered 30-minute Basic Research Skills Workshops, demonstrating how to find books and articles. The workshop was an abbreviated version of our Information Literacy program that reaches all of our freshmen students as part of their

Information Technology 100 class, and which is later supplemented by instructor-requested classes for specific disciplines. Our ultimate goal for the open house and instruction classes is to draw in new users, even though the next time they may access our services electronically. While tours and an open house bring users into the library, we also need to promote services to those who access our library services remotely. With electronic access to catalogs, databases, and even video

files, many patrons log in from home or work and may not regularly come into the library building. The challenge for librarians is to keep these "virtual" customers informed of new offerings. Making the connection with patrons requires multiple approaches – both print and electronic. While the message you want to send may be the same, the preferred way of accessing information may vary among users. Students may prefer electronic notification, while some faculty members still prefer a paper format. Even a library newsletter needs several venues – the print copies that library visitors pick up, the email version they can quickly scan for relevant information, and newsletters that are posted on the library's website, where they are archived and easily accessible in the future.

While many students do not want to be swamped with email from the library, if you can provide information that facilitates completing assignments or simplifies their research, most welcome the communication. Timing is everything, and when students are working on research assignments, they will see immediate benefit to accessing the suggested resources. Do some targeted email to students about relevant resources in their specific disciplines or when new materials are available.

It's important to open a two-way communication channel with our patrons. We need to listen to what they want, and if we can satisfy their needs, they will use us. Better yet, they will spread a positive message to others and use the library as their destination of choice on campus – physically or electronically.

Eleonora Dubicki can be reached at [edubicki@monmouth.edu](mailto:edubicki@monmouth.edu) or 732-571-4402.



Eleonora Dubicki



Monmouth Library Promo



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# NEWS from NJLA

## SECTIONS, ROUNDTABLES, COMMITTEES

### Reference Section

The Reference Section announces that its Quarterly Newsletter is posted on the NJLA wiki and is available at through the following link <http://njla.pbwiki.com/Newsletters>

Questions may be directed to: Lisa Coats, NJLA Reference Section President, Reference & Instruction Librarian, Monmouth University Library, 732-923-4537 [lcoats@monmouth.edu](mailto:lcoats@monmouth.edu)

### NJLA Reference and History & Preservation Sections

Mark your calendars! The NJLA Reference and History & Preservation Sections will be holding a joint meeting and program at the Atlantic City Free PL on Friday, June 12th, 2009. Interest in local history and genealogical research is at an all-time high, and reference librarians are often assisting patrons with these requests, making the partnership between the reference and local history departments of a library even more vital. Registration and program details will be forthcoming. For additional information, contact either Lisa Coats, President, NJLA Reference Section – [lcoats@monmouth.edu](mailto:lcoats@monmouth.edu) or Bob Golon, President, History & Preservation Section – [bob.golon@plfdpl.info](mailto:bob.golon@plfdpl.info)

### Publications Subcommittee

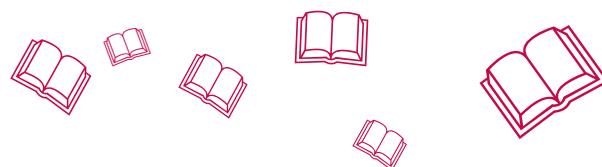
The NJLA wiki is now operational. NJLA Committee and Section Leaders will be able to post materials directly to the site. Maureen Wynkoop, Camden County Library and co-chair of the NJLA Publications Subcommittee and Ranjna Das, Burlington County Library and NJLA webmaster, have worked hard to make our wiki a reality. More content will be added. Check out Conference 2009 updates at: <http://wiki-njla.org>

### NJLA College and University Section 2009 Distinguished Service Award

Do you know a librarian whose contribution to academic librarianship in New Jersey deserves recognition? The College and University Section of NJLA invites nominations for the 2009 Distinguished Service Award, which will be given to a librarian who has contributed distinguished service to or achievement in the profession, especially within the New Jersey academic community. It is intended to honor any person who, by his or her outstanding contributions, has directly enriched the librarianship of higher education in New Jersey.

Nominations must be received on or before February 1, 2009, and include the following: the nominator's name and contact information, the nominee's name and contact information, current position and educational background and vita (if possible). A list or description of the nominee's noteworthy contribution(s) in the following areas must be provided: service in professional associations (committees, etc.), innovation in library services management, achievements in collection development and management, contribution to the literature of librarianship; and other factors, such as excellence in teaching and consistent dedication to the needs of NJ academic libraries and the librarians who serve them.

Send nominations to: Trevor A. Dawes, Princeton University Library, One Washington Road, Princeton, NJ 08544



### NJLA Honors and Awards

Nominations for the NJLA Honors and Awards bestowed annually at the Spring Conference are now open. Go to <http://www.njla.org/honorsawards/library/2008/> for last year's award winners and categories. Celebrate the accomplishments of your friends and colleagues by taking time to nominate them for one of the NJLA awards.

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# Around THE STATE

## OBNJ 2009 Selections

Thanks to everyone who voted this year on the One Book NJ 2009 Selections. 2,758 votes were cast and the winners are:

- Adult selection: The Brief Wondrous Life of Oscar Wao by Junot Diaz  
Teen selection: Life as We Knew It by Susan Beth Pfeffer  
Middle Grade selection: Marley: a dog like no other by John Grogan  
Read to Me selection: Art by Patrick McDonnell

## OBNJ 2008 Library Program Winners Announced

Congratulations to the winners of the first ever OBNJ Program Contest! Submissions were judged on originality, publicity materials, community outreach, and replication. The OBNJ Committee selected three winners: the Franklin Township Library in Franklinville, for their Fairy Tale Detectives program, featuring fairy tales with a twist, submitted by Denise Saia; the Barnegat Branch Library of the Ocean County Library System for their play (by teens, for kids) of Anansi and the Moss-Covered Rock, submitted by Lisa Taylor; and the Rockaway Township Library for their multigenerational series

of programs relating to local history and The Plot Against America, submitted by Barb Hauck-Mah. Great job on all the submissions!

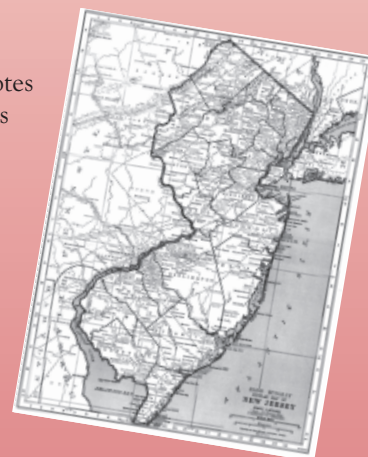
The pictures and colorful advertisements from the winning libraries will be available at the 2008 NJLA Conference at the OBNJ Poster Session. To submit your creative advertising, booklists, or pictures of programs and displays for a OBNJ Conference Poster Session, contact the 2008/09 OBNJ Chair, Kate Vasilik, at [kate\\_the librarian@yahoo.com](mailto:kate_the librarian@yahoo.com)

## Marketing Bootcamp

On Dec. 4 the NJ State Library, NJLA, and the Ocean County Library jointly sponsored the Ultimate Marketing Bootcamp at the Ocean County Library, Toms River Branch. This full day program covered a variety of topics including: word of mouth marketing, fundraising events and video production. It was a full-day training event packed with high-energy sessions that taught the art of marketing and promoting library services and events.

## Garden State Children's Book Award

The deadline for submitting votes for the Garden State Children's Book Award is coming up fast! Make sure the voices of your children are heard. Send your selections by Friday, 1/2/09 to: Juley Rodwogin, Old Bridge Public Library, 1 Old Bridge Plaza, Old Bridge, NJ 08857, 732-721-5600 x5023 or Fax: 732-607-4816 or [jrod@oldbridgelibrary.org](mailto:jrod@oldbridgelibrary.org)



## Flickr - More Than a Photo Album

Carolyn Wood, Adult Services and Technology Librarian  
West Deptford Free PL

**A**fter an unscientific poll of West Deptford Free PL's Friends uncovered several friends who were unaware of our Flickr account, we decided to continue our marketing efforts with a Flickr account hyperlink on the library's homepage. In October 2008, [www.westdeptford.lib.nj.us](http://www.westdeptford.lib.nj.us) averaged 553 daily visits with a monthly total of over 17,000 visits. Any library or individual can sign up for a free Flickr account that allows simple upload of photographs and use the site to display, store and share images of library happenings. Libraries may consider posting images of events, projects in process (such as new construction), artwork, outreach efforts, or social library gatherings. An individual library representative establishes a Flickr account and it is then possible to join and create groups such as NJ libraries, NJ library events or NJLA. Joining the group means that your library photos will be viewable when the Flickr group is searched.

Visit <http://www.flickr.com> to learn more. Explore the links for photo-sharing, uploading and organizing as a first step. Photos can be uploaded from a desktop, laptop, email and mobile phones.

Flickr provides a public forum for library advocates promoting the impact and services a library provides to the community. WDFPL uses the tool successfully in this respect. The WDFPL Friends are now spreading the word about their Flickr account because the online email poll drew attention to the need for a Flickr hyperlink on the library's homepage. Online marketing through Flickr targets the many people who are unaware of the efforts made on their behalf by library staff and the Friends of the library.

Consider establishing a Flickr account and spread the word about your library! Carolyn can be reached at: [cwood@westdeptford.lib.nj.us](mailto:cwood@westdeptford.lib.nj.us)

# Marketing Your Library Through Video

Nancy Dowd, Director of Marketing

New Jersey State Library

**B**efore a trend goes mainstream, there's a point when risk is at its lowest and opportunity is at its highest. Those who get aboard as the wave is cresting can secure an established place in the future. For those looking to utilize online videos to market their libraries, the time is now.

The technology has been escalating for a while. In October, Kodak released the ultimate camera that allows the user to video in HD, directly edit in the pocket-sized camera and download through a USB connection – all for under \$200. Modivia, a developer of mobile video processors, announced that in early 2009, it will launch its new mobile phone video chip, which requires less energy to run, while allowing users to quickly produce videos on their cell phones.

Many libraries have already adopted Webinars and webcasting for training but are still struggling with how to incorporate videos into marketing and advocacy plans. The State Library has been experimenting with videos for the past two years and will be helping libraries develop their own videos.

Video is a powerful medium that reaches across all audiences, connects with viewers from a multi-sensory perspective, yet respects viewers by allowing them to absorb information and form their own conclusions. A well-crafted video can alter paradigms, change the way we see the world and inform our viewers on a thoughtful and heartfelt level.

With online videos, you can reach a huge audience for a minimal investment, so the Return on Investment can be astounding. According to the Interactive Advertising Bureau, more than 50% of the US population will watch videos online next year. YouTube even provides free demographic analytics that will tell you who and how many people you are reaching.

When the NJSL launched the "Tell Us Your Three Reasons" campaign, we included a simple online video, that combined live interviews of library customers with still shots and a rap song for the soundtrack. It became an instant hit! Not only did it receive great feedback, it attracted the attention of local groups and even brought national attention to the campaign when Information Today awarded it an InfoTubey Award.

When creating a video, first determine your audience and message. When the South Jersey Regional Library Cooperative decided to market QandANJ.org to teens, they developed commercial style videos to appeal to that age group. Their first video, "Now Your Library is Open Late Night, Too!," not only won the 2008 InfoTubey award but also the 2008 ASTRA Best of Show Award from the NJ Communications Advertising and Marketing Association. They incorporated their video with traditional TV advertising on shows like MTV and social networks like Facebook and MySpace. A similar strategy, even without the TV commercials, would be an effective and affordable strategy for libraries that have established strong bonds with audiences on blogs, MySpace or Facebook networks.



*Making videos for your library can be fairly easy. Still shots like this one taken at Middletown PL were used to create the Tell Us Three Reasons Why You Love Your Library.*

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The key to any marketing effort is to be remarkable AND communicate your message. When the NJ Knowledge Initiative was a finalist for the Council of State Government Award, we made the bold move to create a video as our five-minute presentation. While the other finalists presented excellent overviews, the judges were deeply moved by our video. The music, pace and exciting visuals, combined with killer-facts, proved to be a successful combination and the NJSL brought home the prize. Libraries could use a similar approach to create presentations for council meetings or funding opportunities.

During the year, NJSL will be partnering with NJLA to create exciting multimedia stories portraying libraries as transformative and librarians as passionate, and making a difference in the community. We will provide training and peer review sessions, and motivational talks by storytellers and filmmakers, including a presentation by Netherlands filmmakers from DOK, the Library Concept Center. To learn more about this project, go to: [solvinglifeproblems.org](http://solvinglifeproblems.org)

The following New Jersey Libraries have terrific videos on YouTube; West Orange PL won a Public Relations Award for their video, "Where Bright Ideas Begin"

Atlantic County  
Belleville  
Bernard Township  
Bloomfield  
Bound Brook  
Camden  
Closter  
Glen Rock  
Gloucester County  
Hillside  
Kenilworth  
Milburn  
Monroe Township  
Montclair  
Mount Laurel  
Newark  
Ocean City  
Ocean County  
Old Bridge  
Parsippany/Troy Hills  
Piscataway  
Ridgewood  
Ringwood  
Scotch Plains  
Secaucus  
Somerville  
Spotswood  
Springfield  
Trenton  
Vineland  
Wall High School  
West Deptford  
Willingboro

## Looking FURTHER



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