Library Services for New Parents: Eleni Glykis Offers Programming & Outreach Ideas.

By Lisa Bruckman, Union County College

Eleni Glykis, Director of Red Bank Public Library, offered a wealth of programming and outreach ideas in her presentation delivered at the NJLA Youth Services Forum held on October 22, 2019, at the Holmdel Library and Learning Center. The Library events promoted are designed to deliver many much needed informational resources to those pregnant or transitioning as new parents. Glykis’ presentation, Library Services for New Parents, was culled from personal interactions experienced as an adult services librarian and in her community. She found future parents may have great financial and medical needs at a crucial time in the physical development of their in-utero child (ren). Public Libraries can aid their communities proactively by guiding pregnant adults and teens to family social services, community providers of obstetrical and gynecological care, nutritional and emotional counseling. Programs delivered in Spanish, or a language shared by many members of the local community, add further value to the services offered.

Some urban public libraries host community baby showers where area residents can bring less-worn items to gift to future parents. On November 9th, 2019, Johnson Free Public Library in Hackensack held its first “Community Baby Shower,” inviting parents of newborns (aged 0 to 6 months) to register for participation in the program.

Other successful library programs for new parents include:

- A “Storytime for New Mothers” which focuses on the mental and physical health needs of mothers, offering a problem-solving local network, evidence-based health care information relevant to mothers and parenting issues, and a glimpse of forthcoming developmental stages in children attending.
- A Baby Café hosted by a board-certified lactation consultant.

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Meet the Doulas class giving information and an introduction to local doulas.

Baby Yoga classes.

Outreach to new parents can include: visiting local pediatrician and OB/GYN offices, partnering with a local hospital (in their labor and delivery unit) or with local day care centers, advertising to mom groups connected through social media or local newspapers, and providing events at local government nutrition offices (like WIC and SNAP).

Similarly, proactive event-planning can also focus on enhancing the literacy and tutoring skill set of parents and future parents. Such events can help children achieve better academic outcomes and increase the probability of life success for community youth. Eleni mentioned that library-generated parent/child workshops have offered local professionals as mentors to parents and guardians, the first teachers of local children. In this way, libraries can facilitate early childhood intervention and teach strategies for healthy child development as well as implement good early literacy practices in the community.

Other possibilities for library-initiated educational programs include an expanded homebound delivery service with kids’ book bags programs to circulate materials for new babies or sick children; family-reading-partnership kits sometimes including butterflies, magnifying glasses, etc; or a books-for-baby program rewarding registration for newborns with a gift bag which includes a book for toddlers, reading tips and a parenting magazine.

Lisa Bruckman is an experienced reference librarian who has worked at Union County College, Orange Public Library, North Brunswick Public Library, and Westfield Public Library. She can be contacted at lbruckman28@gmail.com.

Library Privacy Advocates:
Apply Now for Library Freedom Institute!

Applications are open now for the Library Freedom Institute, a one-of-a-kind privacy-focused four-month program for librarians. LFI teaches librarians the necessary skills to thrive as Privacy Advocates, from educating community members to influencing public policy. At the close of the course, participants become part of the Library Freedom Project community and continue doing privacy work with an incredible group of peers.

LFI is free of cost, a five-hour commitment per week (including 1-2 hours in real time), and mostly online with one in-person weekend component. More information and the application is here: https://libraryfreedom.org/index.php/lfi/.

Urban areas have always played a fundamental role in the development of library services in New Jersey. The public library movement began in the mid-18th century when the first library companies were formed in Trenton (1750) and Elizabeth (1755). In fact, the Library Company of Trenton can trace its beginnings to Dr. Thomas Cadwalader, a friend of Benjamin Franklin. Dr. Cadwalader lived in Trenton from 1743 to 1750 and, when he returned to Philadelphia, sent funds to Trenton to purchase books for this first library.

Direct public support for municipal libraries in New Jersey also has an urban connection. Legislation to establish municipally funded public libraries passed the state legislature in 1884. The law required that to establish a municipal library a referendum must be passed by the voters of that community. This requirement is still law today. The first community to pass such a referendum was the City of Paterson in 1885.

The legislator who sponsored this first law for municipal public libraries was Rev. William Prall who subsequently became the first president of the New Jersey Library Association in 1890. A painting of Dr. Prall is housed at the Paterson Public Library. Subsequent to the passage of the referendum in Paterson, many other communities voted to support municipal libraries with direct tax support.

The name John Cotton Dana is synonymous with innovation and library leadership but I am sure few know of his New Jersey connection. The American Library Association has been presenting public relations awards in his name since 1946. Dana was the second director of the Newark Public Library. He served as director from 1902-1929. He is credited with numerous innovations in library service including: permitting patrons unrestricted access to library stacks; the establishment of a business library; the development of foreign language collections; and the use of public relations opportunities such as billboards and movie trailers, to name a few. He served as president of the American Library Association in 1895-96 and president of the New Jersey Library Association from 1904-1906 and again from 1910-1911.

I give this brief history of the role of urban libraries in New Jersey to demonstrate that they have always had a significant impact on library services in our state. Although the types of services that the urban libraries are developing today are different from those in the past – urban libraries still provide innovation and leadership often under challenging circumstances. The digital divide is most acutely felt in urban areas. These libraries serve as the lifeline for many residents, and our urban libraries are responding by developing new service programs through innovative community partnerships to meet these new demands. Although many of our urban library buildings are older and have not been upgraded in many years, through determination and ingenuity, our urban libraries are becoming vital community centers.

In this issue of our NEWSletter, you will be motivated by our urban library colleagues. They are building on a strong legacy of library leadership from the past while delivering new service models that will be the foundation for the future.

Pat Tumulty
The NJLA Adult Services Forum *Morning Hot Topic:*

**Facial Recognition, Technology, and Privacy Issues**

By Lisa Bruckman, Union County College

The **NJLA Adult Services Forum (October 22, 2019)** opened with the “Morning Hot Topic: Facial Recognition, Technology, and Privacy Issues”, led with a discussion moderated by T.J. Lamanna (Emerging Technologies Librarian at Cherry Hill Public Library, NJ) who advocates for the protection concerns of library users and librarians in the use of advancing technologies. This portion of the session was followed by a presentation on the implementation of the **Panasonic FacePro Facial Recognition System in the New Jersey Institute of Technology University Libraries** by Ann D. Hoang (University Librarian, Robert W. Van Houten Library; NJIT; Newark, NJ) and Robert N. Gjini (Assistant Vice President for Facility Systems; NJIT; Newark, NJ).

FacePro is a facial recognition surveillance system with high resolution, high frame rate IP cameras. Entries and exits are then distributed over an IP (Internet protocol) network. What distinguishes facial recognition cameras from face detection cameras is the networking of the IP camera with a digitized and networked version of closed-circuit television (CCTV). Instead, the IP camera can associate the face with a specific person. Face detection cameras can only identify that a face is in view but not identify the face as a specific person. With the donation of this beta product by Panasonic to NJIT in 2015, the number of thefts reported in NJIT University Libraries went from 15 in the prior year (2014-2015) to 5 over the following few years (2015 – 2019). To enhance NJIT Libraries security, the IP cameras compared the captured images to those in a database of images and subsequently sent alert notifications to security personnel, significantly resolving some of the security issues of this urban library system in Newark, NJ.

Isha Ghosh (PhD candidate in Library and Information Science at Rutgers University) presented her portion of the session, **Privacy and Technology.** She spoke on her recent research aimed at better understanding privacy attitudes and behavior challenges among technology users, particularly the trade-off between maintaining privacy and building networks. Current users of smart devices transmit large volumes of data over the networks interconnecting one smart device to others. This practice imperils the privacy of transmitted information greatly since most un-encrypted, non-ethernet networks are easily vulnerable to hacking.

Ghosh’s research aims to bridge the “gap between attitudes and behaviors” by developing privacy interventions that encourage greater user awareness of those privacy gaps. For example, social networks can offer selection-based interventions to remediate privacy issues using smart device user behaviors previously researched. In one example of the social media interventions she was examining, users were presented with a set number of members from their contact list daily to approve or deny continued contact in a function built into the media software. By reviewing those still on your contact list, smart device users become aware of undesirable past acquaintances that still remain on their contact list.

A question and answer session followed with many Library staff and professionals discussing the issues. Many of the questions concerned technical, legal, and policy issues related to the use of facial recognition systems.

Lisa Bruckman is a Reference Librarian who has taught Library Instruction classes at Union County College since September, 1998. She has aided library visitors as a Reference Librarian for Orange Public Library, North Brunswick Public Library and been a substitute Librarian for Westfield Memorial Library. She acquired a Creative Commons Certificate in August, 2019.

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**Article Submissions Wanted for the Spring 2020 Issue!**

Theme:

Library Cons / Fandoms in Libraries

Other topics will be considered

Proposals due by February 15, 2020

Email Jenne Heise

newsletter_editor@njlamembers.org
New Brunswick Municipal IDs have been beneficial to many different groups of people, including those experiencing homelessness, victims of domestic violence, and undocumented immigrants. New Brunswick is a very diverse city and we have people from different backgrounds coming to apply for the ID. When applying for the ID, people are not asked about immigration status. The New Brunswick City ID Program does not retain copies of the documents presented when applying for the ID.

City residents have come in to obtain the ID for many different reasons. Some of these include getting an ID to get a surgical procedure done at the hospital, to get food at one of the city’s food banks, to register children in the school system and to open bank accounts. One time, we had a patron who came from the Women Aware organization. She had been physically abused by her partner and suffered brain injuries. She could not walk, write, or talk. We were able to issue her an ID thanks to the help of Women Aware as well as her children’s teacher who spoke to us about the situation.

The New Brunswick Municipal ID is accepted in all city buildings, New Brunswick Public Schools, New Brunswick Police Department, and certain banks in the city of New Brunswick. Since the State of New Jersey passed a new law that allows undocumented immigrants to apply for driver’s licenses, we have had a steady stream of new applicants coming in to apply for an ID to prove residency.
Security Assessments and Libraries:
One Library’s Experience

By Tina Doody, Plainfield Public Library

It is no secret that the world can be a scary place. It has been the goal of the Plainfield Public Library’s Administration to try and prepare, as best we can, for any issues that might arise. In the past, our efforts were mostly focused on the staff: making sure we have good policies in place, holding Active Shooter trainings, fire drills, etc., and just generally trying to consider what we should do in the event of an emergency.

The Library held its first-ever Site Assessment this summer as part of our efforts to get our building and staff ready for any eventuality. As part of this effort we reached out to the Union County Prosecutor’s office, who work with the Department of Homeland Security to provide these FREE assessments within Union County. While there are companies who will do similar reporting for a fee, this assessment and the accompanying report, was completely free of charge to the Library. The whole process was very straightforward and easy from the beginning. After filling out a questionnaire about our building (size, floors, mechanicals, etc.) we scheduled a date for the site visit. A few weeks later, two gentlemen arrived (one from Union County and one from a neighboring county) to take a look at our facility.

This assessment covered the entire interior and exterior of our building and took a few hours. The gentlemen were knowledgeable and really fantastic at explaining what they were looking at and why, as well as what the potential trouble spots for our particular facility were. It was fascinating and enlightening to look at our building from a completely different perspective, and it was a very educational process.

Within a few weeks of the site visit, we received a VERY detailed report, complete with a fancy gold seal, with their findings, including a very useful section on suggestions for how to improve our building’s physical security and ease of access/use for first responders. These recommendations ranged from the more easy to implement (labelling stairwells and elevators) to less easy to implement (removing our exterior air handler vents and replacing them with interior ones).

The report and suggestions were clear, concise, and extremely thorough. It is non-binding, so we are not required to remedy any issues that are found, but we found it very illuminating and will be using the suggestions when future projects are planned. Also, the final report is confidential and is not subject to OPRA requests. Overall we found the process a positive one and we would definitely recommend holding your own assessment.

The individuals providing this service vary from county to county, and the type of assessment you can receive may vary. As libraries are considered “local” assets, each county operates differently and the type of assessment you will receive may not be as in-depth as ours. To inquire about requesting your own site assessment, contact your local County Prosecutor’s Office (https://www.state.nj.us/oag/dcj/county-prosecutor.html) and ask for the Risk Mitigation Planner or the Critical Infrastructure Coordinator.

If you have any questions about Plainfield’s experience feel free to contact us.

Tina Marie Doody is Assistant Director, Plainfield Public Library. She has an M.L.I.S. in Library and Information Science from Rutgers University. She can be reached at tina.doody@plfdpl.info or 908-757-1111 x132.
Because We’re Needed
An Interview with Paterson Public Library Director Corey Fleming

For this issue, NEWSletter Editor Jennifer Heise interviewed Corey Fleming about the oldest urban library in the state. A look at Paterson Free PL’s Facebook page shows a variety of programs in January alone: a digital jazz concert series, “Interviewing for Teens,” a winter reading challenge, and over 15 programs per week in the Children’s Department. The library’s four branches (one under renovation) serve over 145,000 residents of the Silk City.

In this issue, Pat Tumulty points out that Paterson is the original public library in NJ. How would you say that history has affected the library?

As far as the library world is concerned—well, it’s always good to be the first of anything.

Some people know about the history, but some people don’t. When they find out they say “For real?” Though Paterson does have a very rich history with the industry, the silk mills and the Great Falls, the general population really doesn’t know much about the library’s history.

Tonya Garcia challenged NJLA members this year to “Find Your Why”—that is, define why you choose to do what you do as a librarian. What would you say is Paterson PL’s core “Why?”

I’d say, “Because we’re needed.” We are a rich resource that is beneficial for every citizen in our city.

There’s a need: the library just opens the door to the universe. From young children who need homework help, to the teen who needs guidance—whether that’s for school, applying for college, applying for jobs, or handling the stresses of being a teen—to adults looking to charge their phones or just sit in a warm place, but who also get skills and job help, to seniors that are not mobile, depending on our outreach services to meet them wherever they are.

The online resources, encyclopedias, databases, language resources, magazines, digital resources, and e-audio books: with them we can connect our residents to the rest of the world. We’re no longer just about books, we’re the community hub, the place to go if you want to have the program, to build awareness of a cause. We’re also an educational institution, we work with the schools. When the schools are closed we’re open. We have so many partners that we work with: schools, organizations, churches, daycares, etc.

We have something for everyone!

Tell me about partnerships the Paterson Free Public Library has with other organizations that are distinctly urban.

What’s important and vital as far as partnerships is that we are one city with different communities. All over the city, we have different organizations providing similar programs. It’s important not to reinvent the wheel. Partnering together with other organizations doing the same thing allows us to offer a stronger program and reach more people than otherwise.

Funding is also a big issue. As you know, libraries are really underfunded. Partnerships are important because we try to do a lot with a little bit, but with a partner you can cover more ground that way. We may not be able to pay for something, but we have the space; another organization can pay for the program, but doesn’t have the space. An organization may have the ability to plan a program but doesn’t have the staffing. I can assign someone on my staff to work with them so the program gets done.

How do you communicate with your community?

We have a bunch of different ways to communicate: social media, email blasts, marketing in newspapers. We also market our programs inside the libraries, to people who are already in the building. We also get a lot of contacts by word of mouth. The key is meeting people where they’re at. We have to communicate with people on all levels. I try to meet people where they are: visiting schools, homeless shelters, meeting people on the streets and in the building. The library’s partners help us reach more people. We send email blasts to our non-profit partners, so they can share them with their communities. We are always communicating with municipal employees as well, sending emails out to them so they are aware of our services and programs and can recommend them to the residents they work with.

(continued on page 8)
Interview with Corey Fleming, continued from page 7

Which social media has Paterson Free Public Library been the most successful with?

For us, it’s Facebook & Instagram.

You really need to have a tech-savvy person behind that keyboard to make the best use of those channels. Sometimes I post, but having people that really know what they’re doing to manage those channels, that’s vital.

Have you had good luck reaching out to students through the schools?

I’ve been here about two and a half years, and we’ve been working on that. We have had relationships with the schools, and we’ve been given key people in the schools to send our information to, to send it out with the materials they send out to parents.

What would you say are the biggest challenges to Paterson PL as an urban library or just as a library?

Number one: funding: for our library system we don’t receive enough funding. [laughs] You’re always going to hear every library say that, funding is always the top priority!

Number two: trying to do a lot with a little bit. There’s so much need: job readiness, literacy, mental health, opioids, homelessness… these are common to all urban libraries, all over the United States.

What’s the most successful program the library has done recently?

I’d have to say it’s our summer program. Children’s services are definitely our most successful. The highest numbers reached through outreach and community programs are during the summer learning program. We work with schools, day camps, the Boys & Girls Clubs, and we’re continually expanding to other organizations.

Children are at the age where they are still moldable. They come into the library. That’s the opportunity to make library users. We go into the schools and do classroom visits. We also have a summer meals program and an afternoon dinner program in the school year with afterschool and homework help programs. When kids become library users at a young age, they grow up to become library users.

My philosophy, when it comes to a library, is if you have a strong children’s department, those kids will come back and eventually move into the teen department, and then the adult department. You have to have a strong base: If you can grow and develop your children patrons, they come in when they become adults!

What’s the program you’re most proud of?

Honestly, it’s a program we are about to have: The New Jersey re-entry, Fresh start program for ex-offenders. Six New Jersey
Interview with Corey Fleming, continued from page 8

Libraries are participating in the Fresh Start program, which will provide residents with access to social workers who will help with job, career, mental health, and family assistance for people returning from prison. This is spearheaded by the State Library and the Department of Parole, based on the model created by the Long Branch Public Library and its social work program. This is a way of testing out a statewide program for re-entry for residents. We’ve gotten a little pushback from concerns because people don’t know what the program actually involves, but it’s going to be a good thing. This is the work we do every day for our community.

What really impacts me is when we know that a service or assistance of a customer has paid off, like the Job and Career Center we had on the Career Connections grant. We worked with customers on job and career resources, resumes, and interview help. When they came back and said the time they spent at the library allowed them to get a job and now they’re working—that was a really good feeling.

We also have a program where the kids bring in their report cards, and we give them a free book as an incentive. That’s a real positive impact.

A homeless guy I’d met at the shelter came in and got a library card and started using our services. Later, he came back to thank us and tell us that he was able to get a job and get his own apartment. I was really thrilled when I found out about that.

We have to find resources to keep supplying the career programs—for instance, once the Career Connections grant ran out, I reclassified the librarian hired under the grant so we can keep doing it. We are already out there with the resources, and we just have to do some tweaking so we can keep doing that.

I notice that Paterson PL has what you call the Community Learning Center—does that house the ‘literacy’ programs? Can you tell us more about it?

Right now that houses our literacy program, which is more geared towards children. We do take in adult customers during the day. We don’t have the resources to market it as a fully-fledged literacy program yet. One of my goals is to find sustainable funding to expand adult literacy.

Any uniquely Paterson stories about the library?

I can’t say that I have a uniquely Paterson story about the library. Paterson has the key ingredients to be a twenty-first century library, and that’s one of my goals: to position us to do that.

What do people say when you say you’re the director at Paterson New Jersey’s library?

Some are shocked: I’m a black male librarian. There were only two males in my library school class; I’m in a female dominated field and mostly white field.

Some people are “Well, that’s great!” and some don’t even know what a library director does. People often ask if I think libraries are going to go away? And I say, “No, they aren’t.”

Would you feel comfortable giving any advice about encouraging non-white, non-female involvement in the profession?

Diversity starts at an early age. Showing kids about the profession, that it’s a great profession, and how they would go about becoming a librarian, is really important. I started out as a law clerk heading for law school but I really liked the stuff I was doing, finding information and helping people. Going into librarianship seemed like a natural step. We have to be able to be in high schools, career centers, professional days in college, so people understand that there’s a vital profession where you can make a halfway decent living, and it’s helping people; it’s rewarding.

Are there any professional development resources you’d recommend?

The most important thing, whether you go to conferences or meetings or talk online, is to connect and build relationships with other librarians. Make friends in the field, talk about what you’re doing, what problems you are encountering, what’s going on in other libraries. Being connected to others in the field, having resources that you can call up and ask questions. Talking to people in your field, and in your area, and having people you can contact with questions.

Corey Fleming is the Director, Paterson Free Public Library. He received his MLS from SUNY Albany. He can be reached at 973-321-1215.
Library SnapShot Day
Returns to New Jersey in February

**NJLA Public Relations Committee**

The people who use our libraries know just how valuable they are.

When we share their stories and bring visibility to the impact we have on people’s lives, we communicate the value of libraries to a larger audience.

It’s easy to take part in "Snapshot Day" on or about February 11, 2020, the focal point of our statewide “Love Your Library” campaign in February.

The Public Relations committee of NJLA invites you to visit [snapshotdaynj.org](http://snapshotdaynj.org) to learn more and to download promotional materials to print, display, and hand out at your library.

Grab the snapshot “worth a thousand words” and share on social media with the hashtag #snapshotdaynj, and encourage library users to do the same.

Just as important as snapshots are the stories. At [snapshotdaynj.org](http://snapshotdaynj.org), download comment cards to solicit participation from the public. The most compelling quotes that illustrate taxpayers reaping the benefits of public library use from all over NJ will be compiled and shared online at [ilovenjlibraries.org](http://ilovenjlibraries.org) as well as printed on tote bags and posters that will be delivered to state legislators. This is our chance to highlight the true value of libraries and amplify the voices of the people who love what we do.

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**Poster Sessions Wanted!**

Librarians, administrators, and library school students from across the state are invited to submit proposals for poster sessions at the 2020 NJLA Annual Conference on May 28 and May 29. Poster sessions feature innovative library program ideas, success stories, research studies, problem solving and more!

The 2020 New Jersey Library Association Conference will be held May 27 - 29 at Harrah’s Waterfront Conference Center in Atlantic City, NJ.

Selected poster sessions will be presented on Thursday, May 28, from 2:00-3:00 pm and on Friday, May 29, from 11:00 am-12:00 pm.

Please complete the online proposal form at: [https://www.surveymonkey.com/r/G6XHSPW](https://www.surveymonkey.com/r/G6XHSPW) DEADLINE for submissions is Friday, February 28, 020. Questions? Contact Steve Hrubes at shrubes@monroetwplibrary.org.

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**NOMINATE Your Fellow Librarians and Library Supporters!**

**NJLA Honors & Awards Subcommittee**

Nominations for the 2020 NJLA Honors & Awards remain open until March 16. We encourage all NJLA members to nominate your fellow librarians and library supporters in one of several categories, including Rising Star, Library Champion, the prestigious Librarian of the Year, and Innovative Program, a brand-new award given to libraries who have demonstrated originality and creativity in their programming.

Anyone who provides support for our libraries is eligible for an award: volunteers, trustees, Friends groups, journalists who have provided great coverage of libraries and library issues, and local businesses or organizations who partner with your library.

Awards are also available for public librarians who collaborate with a school library (NJLA/NJASL Amy Job Partnership Award) and librarians who are on the front lines of intellectual freedom and historical preservation. Academic librarians are also eligible for four awards administered by the College & University section.

Any NJLA member can submit a nomination; self-nominations are welcome. The awards will be presented at the annual reception at the NJLA Conference on May 28. Please visit nja.org/awards for a full list of the award criteria and the submission form. Any questions? Contact committee chair Cynthia Becker at honorsawardsnjla@gmail.com.