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Awareness

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2002-2003 ANNUAL REPORT

*NEW JERSEY STATE LIBRARY*

*Affiliated with Thomas Edison State College*

# AWARENESS & GROWTH THROUGH MARKETING



**Norma E. Blake**  
**State Librarian**

Whenever I talk to groups around the state, I like to say that Libraries want to be the worst kept secret in New Jersey. We want to be the secret that no one keeps and everyone shares. We don't want people to whisper about libraries, we want them to shout about how much they love their local library.

Looking back on FY 2003, the State Library took major steps in promoting libraries whenever and wherever we could. The theme of our second annual report is "Awareness and Growth." This past year we focused our efforts on raising awareness about the State Library and about all of New Jersey's libraries. We advertised exciting new initiatives and grew our continuing programs and services.

The thrust of this past year was both internal and external marketing. The State Library developed its first internal marketing plan for each division of the State Library. Our plan is very customer oriented and geared towards offering user friendly service to customers of the State Library Information Center and of the Library for the Blind and Handicapped.

Our customers in the library field are equally important to us. In 2003, the Library Development Bureau began a strong program of outreach and mentoring of trustees. The groundwork was laid for our first Trustee Institute. The State Library began visits to public libraries with a goal of visiting all libraries within the next two years. Awareness is a two way street. We want the library community to be aware of all that we have to offer, but we also want to be aware of all library issues so that the State Library can effectively help whenever possible.

External marketing of the State Library and New Jersey's public libraries was a major focus of 2003. We continued to reach out to groups in the business and civic communities to spread the word about libraries. We accomplished this by our presence and attendance at major conferences such as the New Jersey State Chamber of Commerce Small Business Conference, the New Jersey Association of Counties Conference, and many others. We sponsored a panel

discussion on construction at the New Jersey League of Municipalities convention and wrote major articles for the League magazine. We've written several articles for business and trade publications about library business services and are proud to have written a feature article in *Mercer Business Magazine* this fall. We actively promoted statewide services such as Q and A NJ and Tutor.com. We talked and wrote about the need for library construction. We promoted the concept of libraries as "Economic Development Centers." Over and over we discussed our state's libraries and what they have to offer, which leads to my next topic, statewide marketing.

We are proud to have worked with the statewide marketing committee, the New Jersey Library Association (NJLA), and the New Jersey Library Network (NJLN) this past year to develop plans for our statewide marketing campaign. This committee worked diligently to select the marketing firm of Parker and Partners who helped us create an exciting new campaign, "Super Librarian." We have now launched this statewide campaign and we invite everyone to

participate in marketing their own libraries with the theme. Through the campaign, we hope to capture the attention of our public and bring residents of New Jersey who have never had a library card to our doors. We also hope to reawaken the interest in libraries by those

who have not followed our changes.

We continue to work closely with NJLA, NJLN, the Educational Media Association, New Jersey Reads, and the Center for the Book. This annual report describes some of our other partnerships this year such as with the Department of State and New Jersey Network. We have worked hard this past year to develop literacy partnerships that benefit the children of New Jersey.

It was another busy year. I thank Dr. George Pruitt, President of Thomas Edison State College, for his strong support of the State Library. Our affiliation with Thomas Edison State College continues to help us achieve our goals.

Also I want to extend my thanks to the hardworking New Jersey State Library staff and to the State Library Advisory Council for their sound advice. Everyone's help and support this past year has made this another year of building and growth.

*The thrust for the New Jersey State Library this past year was both internal and external marketing.*



# AWARENESS & GROWTH THROUGH INITIATIVES



**Renee B. Swartz**  
**Chair, New Jersey**  
**State Library**  
**Advisory Council**

2003 was a year of "Awareness and Growth" for the New Jersey State Library and libraries throughout New Jersey. As Chair of the State Library Advisory Council, I am proud of the many accomplishments of the State Library and the New Jersey library community this past year.

What better way to raise the awareness and the profile of libraries in the state than to build a new state of the art library, which the public will treasure in the coming years? Or to renovate or add a new addition to a library facility? New ground was broken in 2003, literally, with the construction and renovation of 68 libraries in 18 counties now in various stages of construction. We have seen all of the hard work that went into the \$45 million dollar Public Library Construction Bond Program come to fruition, and it is indeed something to celebrate.

New ground was broken this year also especially in the area of children's services. We were pleased to add a youth services consultant to the staff of the Library Development Bureau. With the addition of this new specialist, additional activities and programs were held and many more are planned for the future, many of them as partnership efforts. Our consultant participated in the "Make a Difference Day" campaign with the Department of State and NJLA, assisting in a distribution of thousands of donated books to public and school libraries all over the state. "Read and Grow @your library," the statewide summer reading club done in partnership with NJLA, was a huge hit last summer and remains a successful and popular reading incentive for New Jersey's children. A partnership between the State Library, NJLA, the New Jersey Education Association, and Saturn (car manufacturer) resulted in a new literacy initiative for children culminating in a fun-filled Quick Chek Balloon Festival. As Chair of the New Jersey Center for the Book, housed at Rutgers University, I was pleased to use a grant from the State Library to promote books, reading, libraries and literacy. The

development of these successful partnerships has done much to foster awareness of libraries in New Jersey and our ever-growing role in serving children and young adults.

Awareness and growth has been the underlying mission of the State Library in 2003. The Library for the Blind and Handicapped (LBH) can be commended for their extensive outreach efforts in 2003. LBH staff exhibited and presented at many locations and expanded their new Regional Resource Center Libraries for the Deaf from eleven to fourteen public libraries. LBH has taken to heart the many blind or visually impaired and deaf or hard of hearing individuals who do not know of the services of the Library. To meet the Library's goal of reaching the more than 126,000 residents of New

Jersey who could use their services, LBH has begun a major marketing campaign throughout the state. Librarians, teachers, and doctors can certify people to use its services. Won't you help by identifying individuals in your community who could use the materials and services of LBH?

As is evident, it has been an extraordinary year for the New Jersey State Library. The Advisory Council commends our State Librarian Norma Blake for her vision and leadership, evidenced in the many new programs and partnerships that have been a hallmark of the past year.

On behalf of the New Jersey State Library Advisory Council, I want to thank Governor James E. McGreevey, as well as members of the New Jersey Assembly and Senate for their support of the State Library and in turn, the state's libraries. The affiliation with Thomas Edison State College has indeed made possible in great measure the accomplishments of the past year.

I also wish to thank the New Jersey library community for participating in our initiatives this past year and for doing all that they can to provide our residents with the best library service possible.

We look forward to 2004, and with the support of the library community, the Governor, the New Jersey Assembly and Senate, we shall eagerly meet the challenges that are presented.

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# AWARENESS & GROWTH THROUGH OUTREACH

## STATE LIBRARY INFORMATION CENTER

The State Library Information Center (SLIC), the State Library's operating library, concentrated on promoting its services to state employees and staff and students of Thomas Edison State College (TESC) in 2003. More than 3,000 new registered borrowers were added as a result of increased outreach efforts.

Orientation programs including demonstrations of online databases were held for state Legislative research staff and TESC master's degree candidates. Information for all TESC students about how to obtain a borrower's card and use the library's resources was posted to both the State Library and college web sites. Cooperation with TESC staff expanded as SLIC worked with the nursing and liberal arts program deans to describe available library services and resources.

A brochure for the business community describing business resources in public libraries was prepared and distributed at the New Jersey Small Business Conference. Collaborations with the Trenton Area Support Center for Non-profits, housed in the State Library, moved forward with continued collection development and several sessions on how to use the popular database FC Search. The Center provides support and training in the areas of marketing, management and funding for non-profits in the area.

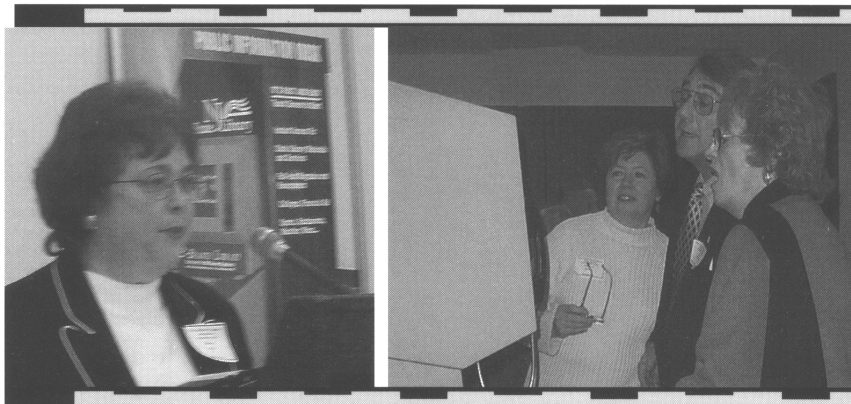
Individual tours and group tours were offered by various departments to organizations and groups such as the New Jersey Municipal Clerks Association, clerks of judges, new

public library directors, directors of the regional library cooperatives, and librarians from Princeton University. Staff also reached out through other activities. A course on legal research was offered in Monmouth County to a group of reference librarians. Law librarians continued compiling legislative histories, useful to lawyers, legislative staff and departments of state government. In 2003, the Law Library worked with the Legislature's library to expand the information provided on the cover sheets of legislative histories.

One of the big events of the year for SLIC was the unveiling of the State Library kiosk. The kiosk functions as an electronic branch library, providing access to the library catalog, the Internet, direct dial-up to State Library reference librarians and more.

Two digitization projects were completed for the New Jersey Historical Commission. SLIC is represented on the statewide Digital New Jersey project.

In addition to outreach and digitization, SLIC continued to build its collections. More electronic resources with remote access for state employees and TESC students were offered. Electronic books continued to be popular with more than 1200 e-book users registered. SLIC is looking forward to building collections and services in 2004.



*Colleen Dazé, Director of the State Library Information Center welcomes attendees to the special event introducing the State Library Kiosk which is located in the State House Annex. Shaaron Warne of the State Library and Fred Goodman of Public Information Kiosk, Inc. demonstrate the Kiosk to Dr. Betty Turock of Rutgers University.*



JerseyCat

**N**ew Jersey's Statewide Virtual Catalog and Interlibrary Loan System now holds over one million bibliographic records. New Jersey's residents made frequent use of the service in 2003 by borrowing over 83 thousand books and other library materials from all over the state quickly and easily. More than 160 libraries have contributed to the catalog; more than 500 libraries have signed participating agreements to become part of JerseyCat and more than 1200 librarians were trained to use the service. JerseyCat's first year was quite a year of growth!

## Q & A NJ

**S**ince its launch in 2002, Q & A NJ has become a very successful virtual reference program. Through a State Library grant to the South Jersey Regional Library Cooperative, this web-based service assisted residents all over the state with their information needs. 34 libraries participated in the project, which was available 24x7. Usage soared to over 5000 inquiries a month.

In October, Q and A began a State Library funded partnership with Tutor.com to offer live tutoring help to the under 18 age group between the hours of 2 p.m. and 10 p.m. Awareness of this new service is growing.

# Awareness Through

## 24 x 7 Databases

**T**he State Library signed six contracts this past year that made 26 databases available to New Jersey residents. These databases could be accessed from home, school or office through all types of libraries. By using these databases, New Jersey residents were provided with access to thousands of newspapers, magazines, maps, photos, charts, and historical documents. Database use, available 24x7, grew at a tremendous rate in 2003.



*Reference librarian Ira Scheff assists library customer Peter Knipe in searching a reference database.*

## Leadership Education

**G**rowth in areas that librarians occurred in 2003. The State Library funded an academic librarianship program for those who are ready to go to graduate school for library administration.

The Library Association of New Jersey both local and state use of the service is available to anyone with a job who is hired at a New Jersey library.

The State Library cooperates with entry level librarianship programs, descriptions and certification.

## Share a Story Program

**T**he New Jersey Library Network paid for the New Jersey Network paid for the Library in this new literacy program, adults and teenagers go to the library and to read and younger siblings. Each library received a poster for the program.

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## No Boundaries, No Limits. Know Your Library.

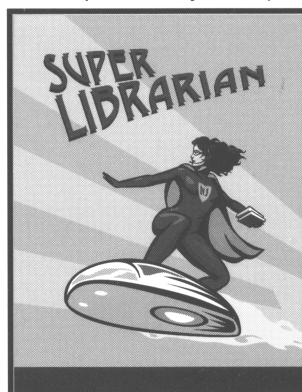
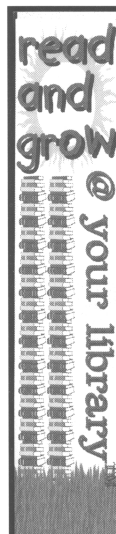
**T**his first ever cable TV ad campaign for New Jersey's libraries will appear this fall. In 2003, the statewide marketing group issued an RFP in order to choose a company to design and implement a multi-year statewide marketing campaign for libraries. A contract was signed with a New Jersey marketing company, Parker & Partners and a Superhero—the Super Librarian was born. The goal of this campaign is to raise awareness of New Jersey's library services and to attract new customers to our libraries. An on-going sponsorship program has also been developed to encourage support from businesses and individuals in spreading the word about libraries. The State Library, the New Jersey Library Association and the New Jersey Library Network partnered to launch this campaign.

## Statewide Summer Reading

**G**overnor McGreevey and Secretary of State Regina Thomas challenged New Jersey's children to read 876,940 books, which represented the number of books stretched end to end from High Point to Cape May. New Jersey's children met and exceeded the challenge, reading 1,497,657 books in the first statewide summer reading program held in the summer of 2002. Over 57,000 children participated in summer reading activities.

*Read and Grow @ Your Library* was the theme of 2003's summer reading program with activities in over 400 public libraries in New Jersey. It is expected that the over 50,000 participants in the 2002 program will more than double this year. The State Library partnered with the New Jersey Library Association and provided a state grant to plan this year's program. Awareness of

this program grew by leaps and bounds in its second year.





# AWARENESS & GROWTH THROUGH OUTREACH

## NEW JERSEY LIBRARY FOR THE BLIND AND HANDICAPPED

The New Jersey Library for the Blind and Handicapped (LBH) reached out to attract and serve new customers in 2003 through a growing awareness campaign. Governor James E. McGreevey proclaimed March 3, 2003 as "New Jersey Library for the Blind and Handicapped Day" to commemorate the passage of the Pratt-Smoot Act of March 3, 1931 which established library services for the blind.

2003 saw the launch of Audiovision's Internet streaming website. Audiovision is an information service that reads selected articles from New Jersey newspapers (*Newark Star Ledger*, *Trenton Times*, *Bergen Record*, *Home News*, *Camden Courier Post*, *Asbury Park Press*, and the *South Jersey edition of the Philadelphia Inquirer*). This service provides articles and information on current topics and issues to any individual unable to read the local newspaper because they cannot see it or are unable to hold it. Customers are lent a special pre-tuned receiver that gets only Audiovision's signal. Those individuals who live in areas that have a poor signal have been unable to listen to their local newspaper. By streaming Audiovision over the Internet, customers interested in New Jersey news can now receive it anytime.

Outreach efforts were a major thrust of 2003. In the last year LBH staff attended 134 events to promote services. They reached out to libraries, schools for the blind, public and private schools, hospitals, nursing and convalescent homes and adult day care facilities.

In addition, in 2003 three new Regional Resource Centers (RRCs) for the Deaf and Hard of Hearing in public libraries were added to the eleven libraries already participating. Each library was given a telephone device for the deaf (a TDD/TTY) for communication via the telephone. They were also given a small collection of books and information on hearing problems and sign language and closed-captioned videos for loan. Each of the new RRCs libraries was also given assistive listening equipment from a grant from the Division of the Deaf and Hard of Hearing to loan to individuals and groups. The RRC libraries are: Atlantic County, Burlington County, Camden County, Clifton Public, Gloucester County, Hunterdon County, LBH, Monmouth County, Montclair Public, Morris County, Newark Public, Ocean County, Piscataway Public, Teaneck Public, and Vineland Public Library.

LBH provides readers with Braille books, cassettes, large print books and described videos. Any doctor, optometrist, RN, social worker, or librarian can certify for a temporary or permanent impairment.

LBH published a newsletter *Insights* and also a newsletter for children and young adults, *The Rap Sheet*. They are continuing to attract new customers and to seek new opportunities for raising awareness about their growing services.



*Volunteer Florence Marks  
reads and records the  
morning newspaper for  
Audiovisions's listeners.*