

Fiscal Year 2003

**The
State Librarian's
Annual Report
to the
President and
Board of Trustees
of Thomas Edison
State College**



www.njstatelib.org

P.O. Box 520

Trenton, NJ 08625-0520

The State Librarian's Annual Report to the President and Board of Trustees of Thomas Edison State College

**Norma E. Blake
State Librarian**

STATE LIBRARY ADVISORY COUNCIL

Renee Becker Swartz, Chair
June Adams *Susie Boyce*
Calvin Iszard *Frank Miller*
Charles O'Dowd, Jr.

George A. Pruitt, President
Thomas Edison State College
(Ex-Officio Member)

CONTENTS

Message from the State Librarian	1
Library Development Bureau	3
State Library Information Center	12
Library for the Blind and Handicapped	15
New Jersey State Library Financial Report	19
Physical Plant and Facility Development	21
Public Library Project Grant Program	22
Marketing, Public Relations and Outreach	23
Charts	
Chart A - Organizational Chart	25
Chart B - New Jersey State Library Growth in Interlibrary Loan	26
Chart C - New Jersey State Library Web Site Activity Graph	27
Chart D - New Jersey State Library Information Center Database Usage	28
Chart E - New Jersey State Library Full-Text Subscriptions	29
Chart F - New Jersey State Library for the Blind and Handicapped Circulation	30

Message from the State Librarian

With the annual report, the State Library completes a year of *"Awareness and Growth."* 2003 was a year of raising awareness of the New Jersey State Library and the state's public libraries. It was a year to grow and develop new services. It was a year of partnerships, cooperation and celebration with a number of our educational and business partnerships. In every way the State Library reached out in 2003 to make libraries the *"worst kept secret in town."* As you read this annual report, I encourage your interest in the material presented in this report. I invite you to read it, and I look forward to your response and comments.

The Year in Review

This report highlights the many activities and accomplishments of the State Library Information Center (SLIC), the Library Development Bureau (LDB), the Library for the Blind and Handicapped (LBH), and Administration.

Highlights of the year include the stunning success of our new statewide interlibrary loan system (JerseyCat) as it assists New Jersey residents and libraries in borrowing materials. The opening of our Kiosk in the State House Annex was an event to celebrate as information became more easily available to the public through this e-library. The internet streaming of Audiovision, a service of the Library for the Blind and Handicapped, made a significant impact on the state's residents who are not able to see or to hold a newspaper.

Another huge accomplishment was the progress made in the Public Library Construction Bond Program as libraries received funding from the program this year. The 68 New Jersey libraries receiving awards had great reasons to celebrate.

These are just a few of the highlights contained in this report.

And Looking Ahead

The next year will see progress made in the following areas:

- the statewide marketing campaign will kick off with over 2,500 cable ads promoting libraries, and will attract more customers to libraries;
- a successful Trustee Institute will be held in an entirely new format this fall for new public library trustees and continuing trustees;
- a new State Library Web Site will be unveiled;

- more customers will register for services of the New Jersey Library for the Blind and Handicapped as aggressive marketing continues;
- the IT department will develop a Web portal providing instant access to information from many sources for New Jersey's residents;
- the State Library will initiate a new pilot project, "Libraries as Economic Development Centers";
- continued outreach will be made to the public to raise awareness of the services of the Library for the Blind and Handicapped and the State Library Information Center;
- marketing and public relations work will continue at a strong pace to promote the services of State Library and the state's public libraries;
- growth will occur in the number of children and libraries participating in statewide summer reading activities; and
- strong partnership efforts will continue to promote literacy with such organizations as NJ Reads, and with programs such as the "Share a Story Program" a partnership effort with the New Jersey Library Association and the New Jersey Network.

Our list is ambitious for the next year, but we are committed to accomplishing these significant objectives and more.

We thank Dr. George Pruitt, President, and the Board of Trustees of Thomas Edison State College for continuing support as we look forward to another year of healthy interaction and positive growth with the assistance of the College.

Norma E. Blake
State Librarian

Library Development Bureau

The Library Development Bureau provides consultant services and technical assistance to create, improve and strengthen library/information and literacy services. The Bureau

- administers per capita state aid to public libraries;
- designs, implements, and monitors state and federal grant programs to libraries, initiating solutions to the increasingly complex problems facing libraries in New Jersey;
- coordinates resource sharing through the New Jersey Library Network and provides support via JerseyCat and the New Jersey Union List of Serials;
- recommends administrative code for libraries and state aid programs;
- generates and distributes information to librarians, governing officials and the public about library/information services; and
- sponsors continuing education opportunities.

In fiscal year 2003, professional Bureau staff included the director and six consultants.

New Programs Introduced in FY 2003

This fiscal year is notable for the start of several innovative library programs and the expansion of existing services.

- *JerseyCat*, the new statewide interlibrary loan system, began July 1, 2002, and closed the year with over 500 libraries participating in the system. 83,000 requests were made on JerseyCat the first year, compared to a high of 32,000 on the previous system. Over one million items are in the system to be borrowed. Consultant staff trained over 1,200 librarians and other staff on the system.
- The New Jersey Digital Highway: a digitization Web site was designed for librarians, researchers, educators and genealogists.
- The Statewide Summer Reading Program provided free manuals, banners and posters on the theme "Read and Grow @ Your Library" to all participating public libraries.
- *One Book New Jersey*, a collaborative effort of New Jersey Library Association (NJLA) and the State Library, encouraged residents across the state to read the same book and participate in over 600 discussion groups and other events that local libraries held in connection with the 2003 book selection. Mrs. Dina Matos McGreevey was the honorary spokesperson for *One Book, New Jersey*.
- A Children's and Young Adult Library Consultant was hired for the Library Development Bureau. The consultant has developed a plan for

library services for children and young adults. She is coordinating many literacy initiatives for the state's children.

- Successful vendor negotiations enabled the expansion of 24x7 reference database subscriptions by the addition of Gale Archival Contemporary Authors. Twenty-six databases are now available to public libraries.
- The State Library, NJLA, and the New Jersey Library Network participated in a literacy partnership with the Department of State, and collected 70,000 books for libraries and children in New Jersey.
- A statewide marketing plan was implemented with the hiring of a firm to develop a marketing plan for New Jersey libraries to promote awareness, of libraries, communicate the benefits of library use, and increase library use.

New Jersey became the 44th state to establish a Center for the Book, committed to promoting books, reading, libraries and the diverse literary heritage of New Jersey. The State Library supported the Center for the Book with a \$10,000 grant.

Outreach to the Library Community

The Library Development Bureau expanded its program of outreach to the New Jersey library community, actively participating in over 300 events that reached over 7000 attendees including training and continuing education workshops; local and national speaking engagements; presenting at professional training workshops *Super Supervisor*, *Train the Trainer*, and *Library Leadership Academy*; staffing exhibitor tables at conferences; serving on multiple committees of the New Jersey Library Association; and representation at monthly board meetings of the four Regional Library Cooperatives. Following staff retirements, three new consultants joined the Library Development Bureau in October 2002, and outreach events doubled during the second half of FY 2003.

Despite having vacancies within the department during FY 2003, the Bureau met its outreach goals through such efforts as the following:

- Following implementation of the JerseyCat Interlibrary Loan System in July 2002, the JerseyCat project manager and staff provided 59 training workshops throughout the state, held 13 user-group meetings, and gave four meeting presentations about the service. They also established and communicated regularly to the JerseyCat listserv, developed a user manual, and met with focus groups and an advisory committee to plan enhancements.
- Since joining the Library Development Bureau in October 2002, the Youth Services consultant delivered presentations at 15 professional meetings, arranged the distribution to libraries of the books collected through *Make a Difference Day, NJ*, met

21 times with various children and young adult services committees, was a noted speaker at the American Library Association national conference, presented two programs at the New Jersey Library Association annual conference, and presented two programs at the New Jersey Association of Library Assistants annual conference.

Grants and Aid Programs

The use of state and federal funds, administered by the State Library, is regulated by the *New Jersey Administrative Code* and the *Library Services and Technology Act (LSTA)*.

State Aid Programs **Total Funding Awarded to Libraries: \$8,578,235**

The State budget includes annual appropriations for the following **Library State Aid and Grant Programs**: *Per Capita Aid for Public Libraries, Incentive Grant, Emergency Aid, Library Development Aid, Virtual Library Aid and New Jersey Library Network Aid.*

Per Capita Aid To Public Libraries

In FY 2003, \$8,576,981 in **Per Capita Aid to Public Libraries** was distributed to municipalities and counties in New Jersey as follows:

**Per Capita Aid Distributed To Public Libraries By County
in FY 2003**

<u>COUNTY</u>	<u>TOTAL</u>	<u>COUNTY</u>	<u>TOTAL</u>
Atlantic	\$239,134	Middlesex	\$805,518
Bergen	\$885,325	Monmouth	\$549,948
Burlington	\$425,346	Morris	\$472,710
Camden	\$541,165	Ocean	\$526,948
Cape May	\$ 84,034	Passaic	\$518,694
Cumberland	\$164,893	Salem	\$ 12,220
Essex	\$894,853	Somerset	\$303,384
Gloucester	\$261,042	Sussex	\$141,878
Hudson	\$545,993	Union	\$572,220
Hunterdon	\$120,345	Warren	\$116,845
Mercer	\$395,740		

Incentive Grant Program

Total funding allocated for the **Incentive Grant Program** was \$100,000. FY 2003 grants supported five statewide programs:

Center for the Book	\$10,000
Northeast Document Conservation Center	\$10,000
One Book New Jersey	\$5,000
Open Borrowing Program for Library Computer Consortia	\$15,000
Summer Reading Program	\$50,000

Virtual Library Aid

The aim of the **Virtual Library Aid** program is to provide Virtual Library services 24 hours a day, 7 days a week. Basic services include access to selected online databases and full-text of magazine, newspaper and scholarly journal articles; an electronic statewide interlibrary loan system linking together the resources of hundreds of libraries; and Internet access for public libraries through an infrastructure of 14 Hub Libraries. In FY 2003, the following services were funded:

Hub Library Network

The Hub Library Network is composed of public and academic libraries, library computer consortia and the State Library. The Network blankets the state and provides public libraries with rapid, free Internet access and technical assistance. Ninety-five percent of the public libraries in the state now have Internet access through the Network. In FY 2003, \$860,000 provided the following: 1) Hub library members' fees for the Internet Service Provider; 2) line charges from the Hub Library to the Internet; and 3) technical support for the library members' local connections to the Hub. Many Hub Libraries also provide members with e-mail service and Web-page hosting.

The 14 Hub Libraries are as follows:

- Atlantic County Library
- BCCLS: Bergen County Cooperative Library System
- Burlington County Library
- Camden County Library
- Cumberland County Library
- Gloucester County Library
- LMxAC: Libraries of Middlesex Automation Consortium
- M.A.I.N. Inc.: Morris Automation Information Network
- Monmouth County Library
- New Jersey State Library
- Newark Public Library
- Ocean County Library

Statewide Database Licenses

A statewide contract allows free access for public, school and not-for-profit libraries and their remote patrons to EBSCO databases. Other contracts allow for free access for all public libraries to the following databases: Gale Custom Newspapers, Facts on File, Informe, Novelist and Gale Archival Contemporary Authors. In FY 2003, \$440,000 in Virtual Library Aid was used in combination with LSTA and New Jersey Library Network Aid grant programs to provide access to 26 key information databases.

Library Development Aid

The following programs under **Library Development Aid**, as authorized in *N.J.A.C. 15:21-6.1 through 15:21-10.4*, can be funded: *Audio-Visual Public Library Services, Collection Evaluation and Development, Institutional Library Services, Maintenance of Library Collections and Municipal Branch Library Services*. Each year the State Librarian sets priorities and determines which programs will be funded and how much will be allocated to each program. The available funding is allocated among programs based on current State Library planning for library services. It is not necessary to fund every program each year.

In FY 2003 an Evaluation and Development grant program was implemented. This grant program provided funds for the purchase of materials, in any format, to develop or strengthen specific subjects in a public library collection. Library materials purchased with grant funds must be made available for interlibrary loan or, where appropriate, for on-site use. The FY 2003 grant was targeted to libraries that serve communities with 10% or more poverty. The maximum grant for each library and county library branch meeting this criterion was \$6,062. The following 38 libraries (41 sites) were awarded grants: Asbury Park, Atlantic City, Atlantic County (Egg Harbor, Pleasantville Branches), Bound Brook, Bridgeton, Camden City, Carteret, Cliffside Park, Cumberland County, Dover, East Orange, Elizabeth, Fairview, Freehold, Gloucester City, Gloucester County (Glassboro Branch), Haledon, Irvington, Jersey City, Long Branch, Morristown-Morris Township, New Brunswick, Newark, North Bergen, Ocean County (Lakewood Branch), Orange, Passaic, Paterson, Perth Amboy, Phillipsburg, Plainfield, Red Bank, Salem City, Sussex County (Main, Dennis Memorial, Sussex-Wantage Branches), Trenton, Union City, Vineland, West New York.

New Jersey Library Network Aid

The New Jersey Library Network, authorized in *N.J.S.A. 18A:73-35a et. seq.*, was established to 1) provide residents with full and equal access to library programs and materials not available within their communities; and 2) promote cooperation among libraries. In order to accomplish these goals, the state has been divided into four regions,

each served by a Regional Library Cooperative (RLC). The Regional Library Cooperatives are non-profit, membership organizations which encourage libraries of all types--public, academic, institutional, special and public/non-public school library media centers--to join the New Jersey Library Network through membership in one of the RLCs. Each member library must be willing to contribute to the services and resource sharing activities of the Network.

Regional Services

The Regional Library Cooperatives provide the following services to Network members in their regions: information/reference services to supplement those provided by member libraries; delivery services for library materials; technology initiatives; technical support services and continuing education. In addition, each RLC provides a variety of other services to its members, such as access to reference databases, consultant services and book evaluation programs.

In FY 2003, the Regional Library Cooperatives received \$3,342,500 for regional services as follows:

<u>RLC</u>	<u>COUNTIES SERVED</u>	<u>FUNDING</u>
Highlands	Bergen, Hunterdon, Morris, Passaic, Somerset, Sussex, Warren	\$979,416
INFOLINK	Essex, Hudson, Middlesex, Union	\$957,509
Central Jersey	Mercer, Monmouth, Ocean	\$622,302
South Jersey	Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Salem	\$783,273

Statewide Services

A number of supplemental reference, interlibrary loan and continuing education service programs are provided by the State Library to all 2,500 Network members. In FY 2003, \$1,432,500 funded the following nine service programs:

Access Center (operated by the New Jersey State Library)	\$225,000
Network/Regional Supplemental Reference Center	\$150,000
Statewide Contract Libraries	\$361,000
Newark Public Library	
New Jersey State Library	
Rutgers University	
University of Medicine and Dentistry of New Jersey	

Statewide Database Licenses	\$500,000
(Also funded by the Library Services and Technology Act and Virtual Library Aid)	
Interlibrary Loan Net Lender Compensation Program	\$200,000
JerseyCat Statewide Interlibrary Loan System	\$261,000
Library Leadership Training	\$15,000
Statewide Marketing Plan	\$80,000

Federal Library Aid

Appropriation for FY 2003: \$4,193,496

The Library Services and Technology Act (LSTA), authorized in PL. 104-208, as amended, provides federal funding for library programs. These funds are awarded to the State Library by the Institute for Museum and Library Services (IMLS). LSTA replaced the *Library Services and Construction Act (LSCA)* when the new *Act* was signed into law on September 30, 1996.

LSTA funds are generally used as "demonstration funds" or "seed money" to enable libraries to initiate programs which would not be possible without outside funding. LSTA is not intended to supplant local responsibility or provide support for basic services.

The focus of the *Act* is on two key priorities for library programs: 1) information access through technology; and 2) targeting library and information services to persons, of all ages, who are having difficulty using a library and/or who are unserved or underserved in urban and rural communities. Funds support grant programs for libraries and statewide services. The *LSTA Five Year Plan* states that, depending on the focus of the grant program, public and academic libraries, library computer consortia and Regional Library Cooperatives will be eligible to apply for federally funded grants. When applicable, libraries of all types will be eligible to receive services resulting from the implementation of the project specified in the grant program.

LSTA regulations allow the State Library two years to expend an annual allocation. Under these circumstances, it is common for grants awarded in a particular fiscal year to be paid for out of both current and previous year LSTA allocations. Therefore, the total of grants awarded in a particular fiscal year may not be the same as the allocation for that fiscal year.

- In FY 2003, LSTA funds were used to fund library grants programs and services for
- information access through technology;
 - services to targeted populations with special needs; and
 - statewide services.

Information Access Through Technology

In FY 2003, \$1,045,000 in LSTA funds were expended for the following grant programs and services:

- JerseyCat Statewide Interlibrary Loan System
- New Jersey Union List of Serials (NJULS)
- Online New Jersey Union List of Serials (NJULS)
- Q and A NJ: Interactive Real-Time Reference Service
- Statewide Database Licenses
- Tutor.com Pilot Project
- Vale: Database Access for Academic Libraries.

Services to Targeted Populations With Special Needs

The LSTA Services to Targeted Populations with Special Needs priority supports grant programs to libraries and statewide services for library and information services to persons, of all ages, who are having difficulty using a library and/or who are unserved or underserved in urban and rural communities. The *LSTA Five Year Plan* gives priority to persons with disabilities (visual, physical, hearing, learning, etc.); persons for whom English is not their native language; persons lacking literacy skills; persons who are unemployed; and persons who are economically disadvantaged.

In FY 2003, \$1,773,630 in LSTA funds were expended for the following grant programs and services:

- *Guidelines for Children's Services in Public Libraries of New Jersey*
- Library for the Blind and Handicapped
 - Deaf and Hard of Hearing Awareness Project
- Library's Contribution to Your Community Workshop
- Multilingual Materials Acquisitions Center (MultiMAC)
- Public Library Literacy Programs
- Statewide Recruitment of Professional Librarians.

Statewide Services

In FY 2003, the LSTA funds also partly supported Library Development Bureau staffing to implement the following statewide programs:

- JerseyCat Statewide Interlibrary Loan System
- New Jersey Digital Highway
- Children and Young Adult Consulting Services
- Bill & Melinda Gates Foundation New Jersey Partnership Program
- E-Rate and Technology Planning Assistance
- Train The Trainer Workshop
- Library Development Bureau Web Site
- LSTA State Plan Administration.

STATE LIBRARY INFORMATION CENTER

The State Library Information Center (SLIC) is the operating library of the New Jersey State Library. In continuous operation since 1796, it is a full-service library for New Jersey libraries and state employees in the executive, legislative and judicial branches of the state government. The staff and students of Thomas Edison State College (TESC) gained full services in 1996 when the State Library affiliated with the college. The State Library is located in Trenton, at 185 West State Street, and is open to the public Monday through Friday from 8:30 a.m. to 5 p.m. and Saturdays, from 9 a.m. to 4 p.m.

All New Jersey residents and Thomas Edison State College students who are able to pick up and return items to the library are able to borrow materials. Thomas Edison State College students also have full Internet access to the library's electronic books, and to all electronic database subscriptions that publishers have allowed.

Organization

In 2003 the Information Center was staffed by a director, 19 librarians, 2 other professionals, 24 library assistants, and 7 hourly workers (4 librarians and 3 library assistants). The director reports to the State Librarian. The staff is organized into the following sections: General Reference, Special Collections (includes branches), Law Library, Access Services (Circulation/Lending/Document Delivery/Access Center), Technical Services (Cataloging/Acquisitions), and Mailroom/Reprographics. The Access Center provides a statewide service, meeting the daily interlibrary loan needs of New Jersey's smallest libraries including schools, prisons, small public libraries and other special libraries.

Collections

The Information Center's more than two million items include a general collection, several special collections, and three branch libraries in state agencies. The General Collection emphasizes subjects of interest to state employees including, but not limited to, social science, health and medicine, public planning and administration, the environment and criminal science.

Special collections include U.S. Documents, New Jersey Documents, New Jersey history (Jerseyana), Genealogy, Foundations (not-for-profits), Emergency Management, and Rare Books. Rounding out Special Collections is a complete Law Library, the largest public one in the state.

Three branch libraries are staffed with State Library employees and operated under memoranda of understanding with the state departments of Banking and Insurance, Environment and Transportation.

Year in Review

Outreach

Raising awareness of the library's resources and services was a major goal in 2003. This was accomplished using many methods: orientation programs, demonstrations of online resources, improved explanations and instructions on the web site called "Cyberdesk," paycheck inserts, new brochures, collaboration with Thomas Edison State College academic deans on information for students, tours, partnership and opening an electronic branch kiosk in the State Capitol Annex. More than 3,000 registered borrowers were added in 2003 as a result of increased outreach efforts.

For the business community, SLIC prepared and handed out a brochure about business resources in public libraries and helped staff a booth at the New Jersey Small Business Conference in May.

One of the big events of the year for SLIC was the February 2003 unveiling of the State Library kiosk. It is located at the entrance to the library of the Office of Legislative Services and is evidence of the high level of cooperation between the two libraries. The kiosk is a computer with Internet access, direct dial-up access to reference librarians at the State Library, a printer and a fax machine. This combination enables State Capitol staff and visitors the ability to search for information, e-mail and/or fax to their offices, contact the State Library for information, and search the collections, all at the touch of a fingertip. More than 50 members of the state Legislature, library community, and the public were on hand for a demonstration of its features. It is not surprising that looking up members of the Legislature and district maps is a frequent activity at the kiosk, as is searching newspapers and magazines for news and information.

Community awareness was furthered by a lunchtime program under the auspices of the Friends of the New Jersey State Library. Irish poet Paul Muldoon, faculty member at Princeton University and a resident of Princeton, N.J., read his poetry to an audience at Thomas Edison State College's Prudence Hall. A few weeks later Mr. Muldoon was awarded the Pulitzer Prize for poetry.

Partnership

This was the first year of the State Library's partnership with the Support Center for Nonprofit Management (NYC) and the Non-profit Finance Fund (Philadelphia) under a grant. The grant enabled the opening of the Support Center in Trenton. Through proximity (the Support Center is housed at the State Library) and joint workshops, this partnership highlights the outstanding Foundation Collection held at the State Library. Started in the mid-1970s, the State Library's Foundation Collection is one of the first participating collections of the Foundation Center in New York City. The Trenton

Support Center provides support and training in the areas of marketing, management and funding for not-for-profit organizations.

Digitization

The digitization of historical pamphlets and a curriculum guide was completed for the New Jersey Historical Commission. The Information Center is also represented on the State Library's Digital New Jersey project.

Staff Development

The first Staff Development Day for library employees was held in 2003. A committee chaired by the Director of the Information Center and consisting of staff members from SLIC, Library Development and the Library for the Blind and Handicapped (LBH) planned a day of workshops and inspirational training around a theme of customer service. Presenters on topics as varied as telephone etiquette, basic Spanish, conducting successful meetings, dealing with difficult customers, computer basics and more were invited. Logistics were carried out to provide food, directions and space for the combined staffs of the main library and LBH. Along with the workshops, a trivia quiz, group photo and awards for length of service helped staff members improve skills and spend time together in a relaxed environment.

Throughout the year staff members attended conferences, seminars and classes to further their professional and career development. The training librarian scheduled 68 training events on-site with total attendance of 985.

Looking Forward

In 2004 we intend to continue our outreach efforts and add visits to state agencies. We will examine our selection policies and methods to make sure our acquisitions continue to meet the needs of state employees. We will complete our manual of policies and procedures for the operating library. We will acquire equipment and develop procedures for capturing and storing state documents published only in electronic format. We will survey our primary clients to gather marketing information that will help us continue to improve services. We will re-open our Periodicals Collection to the public when Level 2 renovations are complete.

SLIC spent much of 2003 recovering from the loss of staff resulting from unexpected resignations and the early retirement offer to state employees. With talented and willing new staff in place we look forward to meeting the goals and challenges of 2004.

LIBRARY FOR THE BLIND AND HANDICAPPED

The Library for the Blind and Handicapped (LBH) is located at 2300 Stuyvesant Avenue in Trenton. The Library has a total of 28 full-time staff and 5 part-time staff providing a variety of services.

LBH provides reading materials to individuals who cannot use standard print due to visual and physical impairment or learning disabilities certified by a physician. Books and materials are provided in Braille, on audio cassette, and in large print, and local newspapers are available over the Internet or via special radio receivers. The Library also provides services for the deaf and hard-of-hearing individuals. Physicians, optometrists, nurses, librarians, and social workers, as well as librarians, may certify individuals for eligibility to use all LBH services. Government sources estimate that over 126,000 New Jersey residents may be eligible for services.

The Library uses a number of volunteers to assist with providing services. Some 128 volunteers donated 4,612 hours in 2003.

Services for the Blind and Visually Impaired

The Library for the Blind and Handicapped served 13,615 readers in 2003. This was an increase of 122 new patrons in 2003. The library currently serves 11,790 adults and 691 children. In addition, another 1,132 customers are served through Audiovision, the recorded information service for those unable to read the local newspaper because they are unable to see it or unable to hold it.

LBH added a total of 3,727 new items to its collection in 2003. The total number of materials available for borrowing is now 69,137. The Library's collection consists of Braille, cassettes, discs, large print books, and described videos. In addition, 87 periodicals or magazines are available in different formats, such as Braille, cassette, large print, or computer diskette. The Library lends special equipment through a \$142,643 grant made available from the New Jersey Commission for the Blind and Visually Impaired to Commission-identified clients. This equipment allows those with visual impairments to become employed using specialized computer software or to remain independent with the use of low-vision aides.

LBH's circulation of library materials increased in 2003. Total circulation in 2003 was 465,547, an increase from 450,957 in 2002. Cassettes and described videos sustained the largest increases in use in 2003.

The Library also maintains active deposit collections of materials placed in other locations. Four new locations were added in 2003, bringing the total to 361 active collections. Collections have been placed in libraries, schools for the blind, public and

private schools, hospitals, nursing and convalescent homes, adult day care centers, and hospices.

Audiovision

Audiovision is one of the special services offered by LBH. Audiovision is a recorded information service, which utilizes many volunteers. Volunteers read aloud and record 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*). The articles and information read are on current topics and issues and are available 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. Most of the Library's volunteers work in the Audiovision service area.

In 2003, Audiovision's Internet streaming Web Site was formally launched with a press conference on March 3, 2003. The broadcast is available at www.audiovision-nj.org and is accessible with Zoom Text for individuals with low vision, and Jaws for Windows for blind individuals. Audiovision's Internet streaming makes available newspapers for listening at any hour of the day or evening. While anyone may sample the site, only individuals who meet eligibility requirements may become registered listeners.

Services for the Deaf and Hard of Hearing

The Deaf and Hard of Hearing Program at the New Jersey Library for the Blind and Handicapped provides information about library services and the services themselves to people who are deaf, hard of hearing, or late-deafened, and to their friends, families and the professionals who work with them. Through public libraries that were especially aware of the needs of their deaf and hard of hearing patrons, the LBH established Regional Resource Centers (RRCs). Each public library RRC has a limited collection of books and videotapes on topics related to hearing loss, offers interpreted programs, and may have assistive listening devices. All RRCs also have a special collection of resource material on addiction and on recovery for deaf and hard of hearing individuals.

In 2003, three new RRCs were added to the eleven already participating. Each library has a telephone device (TTD/TTY) for communication via the telephone. They also have a small collection of books and information on hearing problems and sign language, and closed captioned videos for loan. Each of the three new RRC libraries also received assistive listening equipment courtesy of a grant from the Division of the Deaf and Hard of Hearing to lend to individuals and groups to foster inclusion for the hard of hearing in their communities. Staff at each library was trained on using the equipment. RRC libraries are: Atlantic County, Burlington County, Camden County, Clifton Public, Gloucester County, Hunterdon County, Monmouth County, Montclair Public, Morris County, Newark Public, the Library for the Blind and Handicapped, Ocean County,

Piscataway Public, Teaneck Public, and Vineland Public. All but Clifton, Hunterdon, and Newark have the Assistive Listening Technology Loan Program on site for use at library functions as well as for loan to individuals and organizations. The other RRC's are encouraged to borrow the equipment from LBH to meet customer requests or to refer them to nearby RRCs.

Outreach

The major outreach event of 2003 was a press conference held on March 3, 2003, to announce the Internet streaming of Audiovision and the start of a "Take a Talking Book Campaign." Governor McGreevey designated March 3, 2003, as "The New Jersey Library for the Blind and Handicapped Day." March 3rd was the anniversary of the passage of the Pratt-Smoot Act of 1931, which created library services for the blind. Secretary of State Regena L. Thomas addressed the group and read the proclamation from the Governor. State Librarian Norma Blake and an official from the National Library Service offered congratulations. An audience of over 80 people attended.

On May 6th, the Division of the Deaf and Hard of Hearing's Spring Tea was held at LBH. Members of the deaf and hard of hearing communities toured LBH, and services offered by both LBH and local public libraries were explained.

Outreach efforts have been a major thrust of LBH this year. Staff have attended 134 events to promote the services of the Library. Staff attended health fairs, conferences, and Hispanic events, and they provided programs at senior centers, assisted living sites, and other facilities.

Staff were interviewed for Leisure Village television and were filmed by New Jersey Network. Staff attended a Signs of Sobriety meeting and also attended Ocean County Library's "Hands Across the Table" function to meet with individuals interested in deafness, interpreter services, and library services.

Staff exhibited at conferences such as the New Jersey Education Association Conference, the National Federation of the Blind of New Jersey, and the Association of Schools and Agencies Serving the Handicapped. Staff attended meetings of the New Jersey Association of Learning Consultants and also met with special education teachers and social workers about LBH's program.

New brochures were developed in 2003 for the Deaf and Hard of Hearing Program. Distribution packets of materials were prepared for various events. *Insights*, the newsletter of the Library, was reformatted with a new look. Circulation for *Insights* increased from a readership of 38,331 to 42,580. Readership of the newsletter for children increased from 1,362 to 3,016 in 2003.

Mailings about the services of LBH were sent to Spanish language churches in New Jersey and to all churches and synagogues in Atlantic and Cape May counties. Mailings were also sent to public libraries. Finally, "Don't squint, use LARGE PRINT!" was the catchy phrase used in mailings to 27 Offices of Aging throughout the state.

Newspaper articles were sent to local and state newspapers on a regular basis. "Give the Gift of Reading" articles were sent to 251 newspapers. An article on the services of the Library appeared in the May issue of the magazine of the New Jersey League of Municipalities. Other articles appeared in weekly newspapers on a regular basis.

Reader Services prepared a new large print catalog in 2003, which was then mailed to all large print readers. A new mystery catalog, a new biography catalog, and an annual compilation of new titles added, were also produced and mailed to readers.

Programs were also held in 2003 as a form of outreach. For example, a program about medical and insurance coverage for individuals with disabilities was held in April.

Staff Development

LBH staff attended training in American Sign Language this year. One staff member, fluent in Spanish, trained interested staff in Spanish so that they could answer the Spanish language telephone line in her absence.

LBH staff took turns attending the Northern Conference of Librarians for the Blind and Handicapped. LBH also hosted a pre-conference on Digital Mastering, which staff attended.

The IT staff at LBH attended several weeks of evening courses on Windows 2000. All of the LBH desktops migrated to 2000, so the training was put to immediate use.

New Jersey State Library Financial Report

Due to the State's fiscal crisis, the Library, like the College, faced funding cuts. The State Library found itself having \$400,000 in capital funding rescinded in FY2002. Network aid and Virtual Library state aid totaling \$1.9 million was de-obligated. Finally, the Library Capital Construction bond issue of \$45 million was stalled and in jeopardy of being cancelled. However, extensive discussion resulted in having funding restored for FY2003 for all these important programs, with the exception of \$225,000 in capital technology funding. The Governor's concurrence on the importance of these programs resulted in the State Library's receiving no funding cuts in FY2003 and receiving approval to move forward with the selection of bond counsel and the sale of Library Capital Construction bonds through a private placement which was completed in December. Sixty-eight libraries have signed contracts and are in various stages of construction.

As a result of extensive discussions with the Governor's office, the Department of Education, and Verizon, "Access New Jersey" was reauthorized in December of 2002 for \$4.5 million over five years. This important program provides equipment and tariff discounts to support statewide internet connectivity to libraries throughout the state and supports the statewide library Web system.

Senate Bill 1236 was introduced to provide for a second round of \$50 million in Library Construction bonds, including \$5 million to support technology needs for the state's libraries. The Senate Education Committee held hearings and voted unanimously to support this new funding.

The State Library budget was \$26.2 million in FY2003. Federal Library funds totaled \$6.7 million. Virtual Library program funding was continued in FY2003. This important program provided \$1.3 million to support the statewide library Internet hub system and the acquisition of databases for all libraries. Overall, the State Library expended \$22.7 million, or 87 percent of its budget.

The State Library received \$108,329 in federal indirect cost recovery support during this fiscal year. Since its acquisition by the College in 1996, the State Library has recovered \$1,098,107.

For FY2004, the Governor has proposed a budget of \$20.2 million for the State Library. It includes elimination of two state aid programs, the \$100,000 emergency aid/incentive aid program and the \$570,000 library development aid program. However, funding to support the library capital construction grant bond program was provided at \$2.1 million. State Library direct operations received no funding cuts. The State Library's direct operations were funded at \$3.3 million. Virtual library aid was continued at \$1.3 million.

The College, the State Library, and the Foundation continue to be well managed fiscally. The College expects to complete its external audit for FY2003 achieving a significant operating surplus. This is the eighth straight year the College achieved a significant operating surplus and the State Library was within budget. Strong management, strategic investments in technology, enrollment growth, and managing costs have enabled the College and its affiliate, the State Library, to weather the storm of state funding reductions.

Financial Report FY 2003

Revenues:	
State Appropriation	\$3,355,000
Other Revenue	<u>513,694</u>
Total	\$3,868,694

Expenses:	
Salaries	\$2,447,757
Library Materials	1,020,291
Operating Expenses	<u>375,385</u>
Total	\$3,843,433

State Aid to Local Libraries:	
Per Capita Aid	\$8,665,000
Emergency Incentive Aid	102,440
Library Network	4,731,555
Library Development Aid	355,312
Virtual Library Aid	<u>1,185,821</u>
Subtotal State Aid	\$15,040,128

Footnote: It should be noted that State Appropriations of \$100,000 for Emergency Incentive Aid and \$570,000 for Library Development Aid were eliminated in their entirety in the FY 2004 Appropriations Act.

Physical Plant and Facility Development

The physical plant inventory of the State Library comprises two facilities in Trenton, New Jersey: The State Library building at 185 West State Street and the Library for the Blind and Handicapped at Stuyvesant Avenue. LBH shares their facility with the Department of Archives and Records Management, which is part of the Department of State.

Approval was granted this year for the replacement of the public and staff elevators in the State Library building. Work began on the public elevator in 2003 and was completed in July. Work then immediately began on the staff elevator, which is scheduled for completion in the fall of 2003.

Monthly meetings were held with the Builder Manager from the Department of Treasury. In addition, an internal building committee met monthly with the Facilities Director to give staff input to issues regarding the physical plant.

The building committee focused on improving the staff lounge for employees this year. The committee picked out furnishings and artwork for the staff lounge. The Friends of The New Jersey State Library contributed funds to the refurbishment of the staff lounge.

Work was also completed this year on the HVAC system for the computer operations on level 5 of the State Library. On level 2, the sprinkler project was completed and the door replacement project was completed. Both staff and customers may now occupy level 2. However a data communications closet project on level 2 was delayed due to problems at the company that received the bid to complete the project. This project will be addressed in 2003-2004. In the meantime, plans are underway to choose furniture and equipment for the eventual move of staff to level 2 sometime this fall.

The water infiltration issue on levels 4 and 5 of the State Library was not addressed this year. The Department of Treasury has indicated that correction of this seepage problem will be addressed in their upcoming budget request.

The State Library continues to reaffirm its need for a new building or an addition, along with renovation to the current building. The College continues to keep the need for this vital project alive in state government.

Public Library Project Grant Program (Public Library Construction Bond Program)

This past fiscal year saw the awards to libraries of the grant funds for the Public Library Construction Bond Program. The Educational Facilities Authority sold bonds in December of 2002. Contracts were signed by the Authority with the 68 libraries sharing in this \$45 million dollar grant program.

The first checks were received by many of the libraries in 2003. In order to receive its first check, the library had to have signed a contract for construction. Other libraries that completed construction received full awards. Some libraries held groundbreakings in 2002-2003. And some libraries are currently bidding their projects. To date, 26 libraries are under construction and 17 libraries have been completed and occupied. A table of award winners and the most recent financial status report as compiled by the Educational Facilities Authority is appended.

The need for more public library construction funds is apparent. Forty-five libraries have submitted Intent to Build forms to the State Library. These forms report the interest and intent of libraries to add, renovate, or build new buildings in the next 2-3 years. These libraries are eager for more construction funding. Senators Bob Smith and Robert Littell have introduced senate bill S1236 for this purpose. Assemblymen Neil Cohen and Jack Connors have introduced assembly bill A2594. S1236 has been passed by the Senate Education Committee and is currently in the Budget and Appropriations Committee. These bills propose \$45 million dollars for library construction and \$5 million dollars for technology funding for libraries.

Planning for award ceremonies to recognize all award winners in this program occurred in 2003. Ceremonies were held in four locations in the state during the summer of 2003. Library directors were invited to attend along with the Presidents of their Boards of Trustees or Presidents of their County Library Commissions. Mayors of the towns receiving the awards were also invited, as were Freeholders. State legislators were also invited and asked to participate. Secretary of State Regena L. Thomas, Chair of the Public Library Construction Advisory Board and Assistant Secretary of State, Lizette Delgado attended and honored the recipients. Michael Scheiring, Vice President and Treasurer of Thomas Edison State College, and Renee Swartz, Chair of the State Library Advisory Council, also participated in the events with the State Librarian.

Marketing, Public Relations and Outreach

This was a year of marketing for the State Library. The year was devoted to raising awareness of the expanding services of the State Library.

For the first time the State Library developed an internal marketing plan. Each bureau or division of the State Library developed marketing goals, objectives, and strategies. The internal marketing plan was approved in March 2003. This plan is oriented towards offering user-friendly service to customers of the State Library Information Center, the Library Development Bureau, and the Library for the Blind and Handicapped.

State Library staff participated in numerous networking events, both formally and informally. We continued to reach out to groups in the business and civic communities to spread the word about libraries. Staff attended Mercer County Chamber of Commerce events and participated in committees of the Chamber. Staff attended meetings of the Southern New Jersey Development Council and the New Jersey State Chamber of Commerce.

The marketing department attended and exhibited at the following conferences: Mercer County Woman Networking Night, Burlington County Woman Networking Night, New Jersey Association of Counties and Municipalities Conference, New Jersey Conference of Mayors, New Jersey Conference on Women, Trenton Business Week, the New Jersey League of Municipalities, the New Jersey Library Association Spring Conference and the New Jersey State Chamber of Commerce Small Business Conference. The department estimates that approximately 2,000 people were reached personally through conferences. A new exhibit promoting New Jersey libraries was purchased for taking to conferences.

Articles were written for the following magazines: *LJ Hotline*, the *League of Municipalities Magazine*, *Mercer Business Magazine*, *Signals*, the *New Jersey Association of Counties Newsletter*, *Benchmark*, the magazine for the Board of Public Utilities, the *Educational Media Association Newsletter*, the *New Jersey Library Association Newsletter*, *Mercer County Woman* and *Burlington County Woman*. In addition, news articles about the State Library and "How to Become a Librarian" articles appeared in newspapers all over the state.

The State Library sponsored a panel discussion on construction at the New Jersey League of Municipalities convention and wrote major articles for the *League Magazine*.

The State Librarian also appeared on Comcast Newsmakers three times in the past year, promoting Q&A NJ, LBH, and the library in general.

The State Library is continuing to brand its promotional material with a new look and style. Several new flyers were developed this past year to describe programs and services. The marketing department developed a new look for *Insights*, the newsletter of the New Jersey Library for the Blind and Handicapped.

8/2003

CHARTS



CHART A NEW JERSEY STATE LIBRARY ORGANIZATIONAL CHART

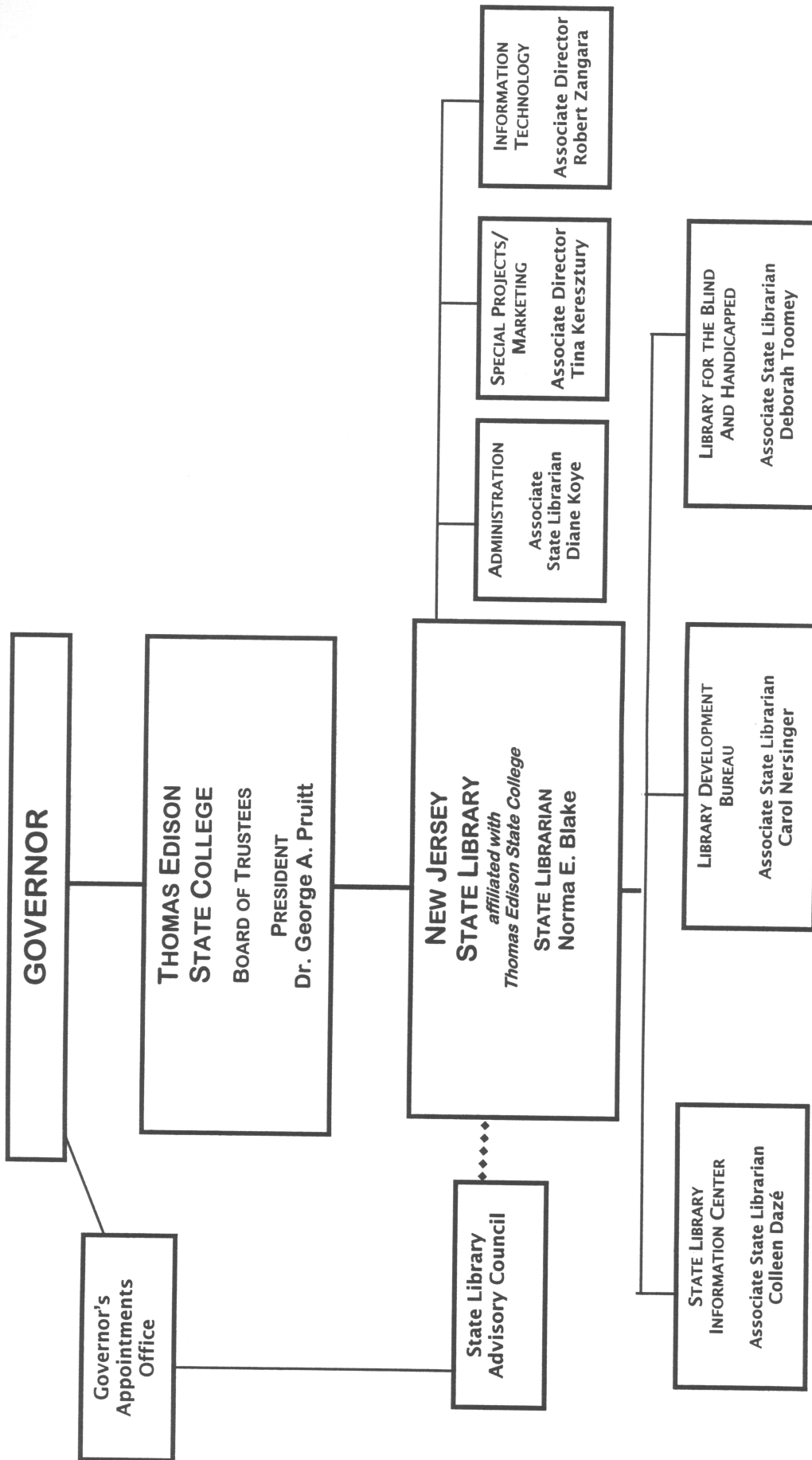


CHART B
NEW JERSEY STATE LIBRARY
GROWTH IN INTERLIBRARY LOAN 2002-2003

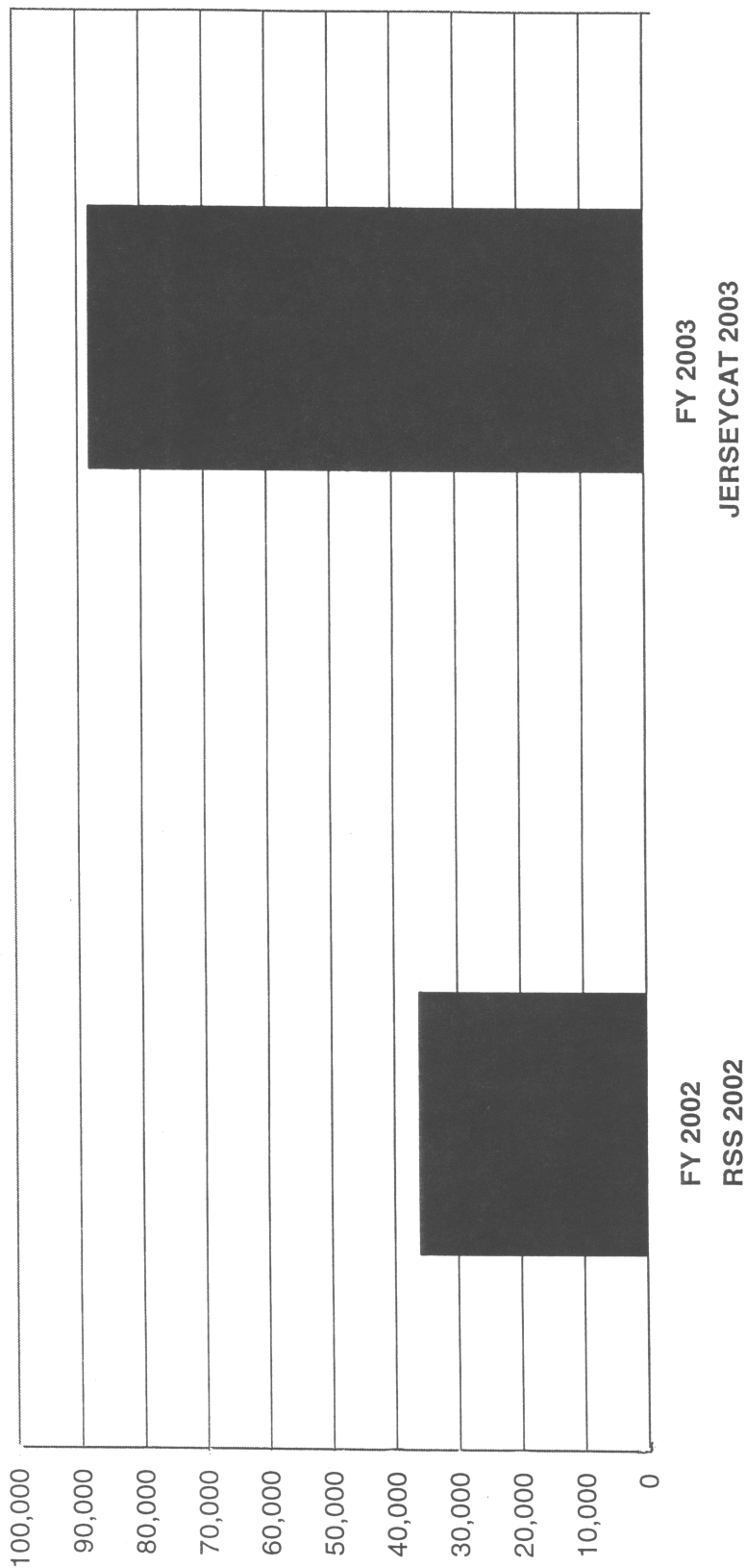


CHART C
NEW JERSEY STATE LIBRARY WEB SITE ACTIVITY GRAPH
FY 2002-FY 2003

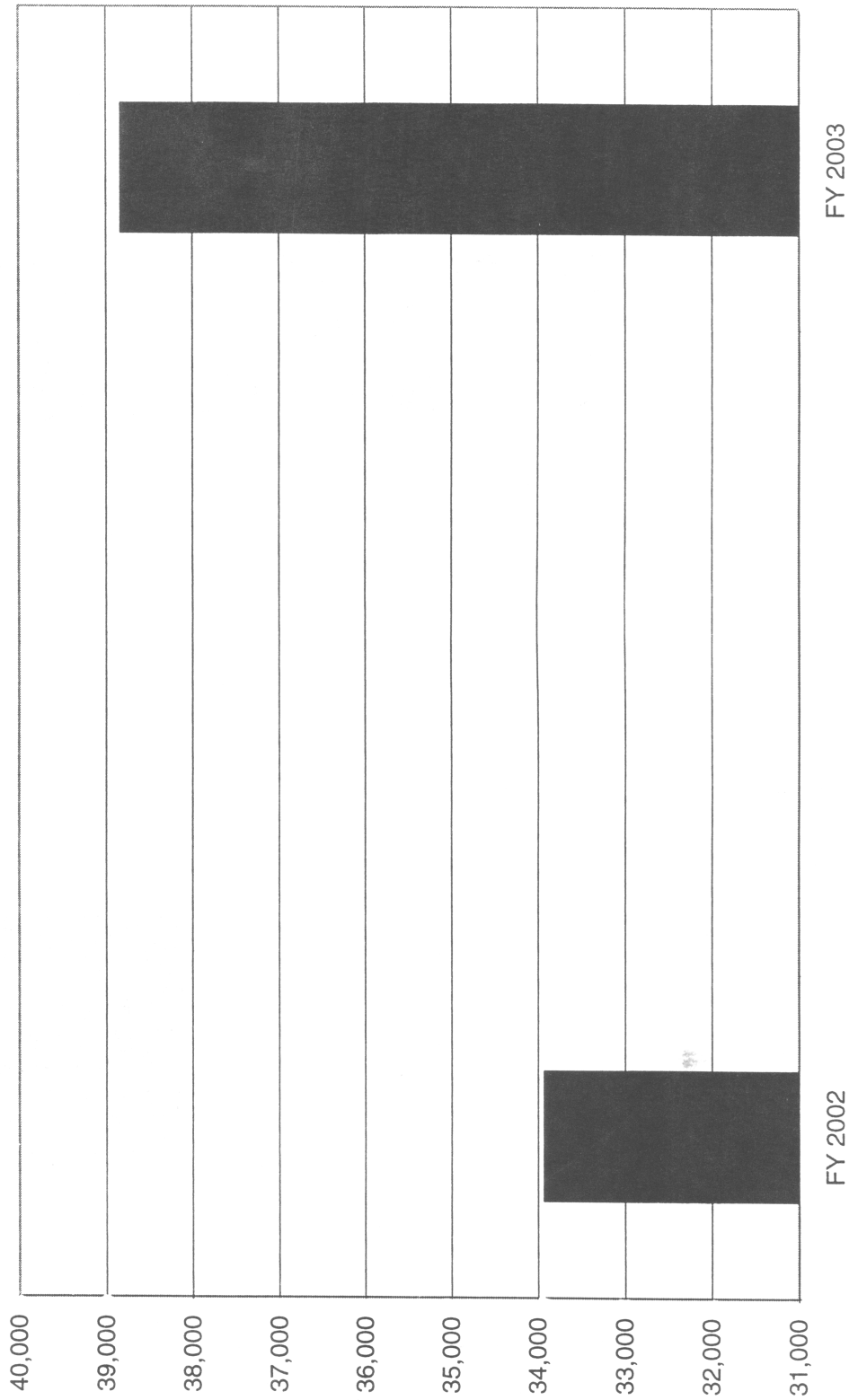


CHART D
NEW JERSEY STATE LIBRARY INFORMATION CENTER
DATABASE USAGE

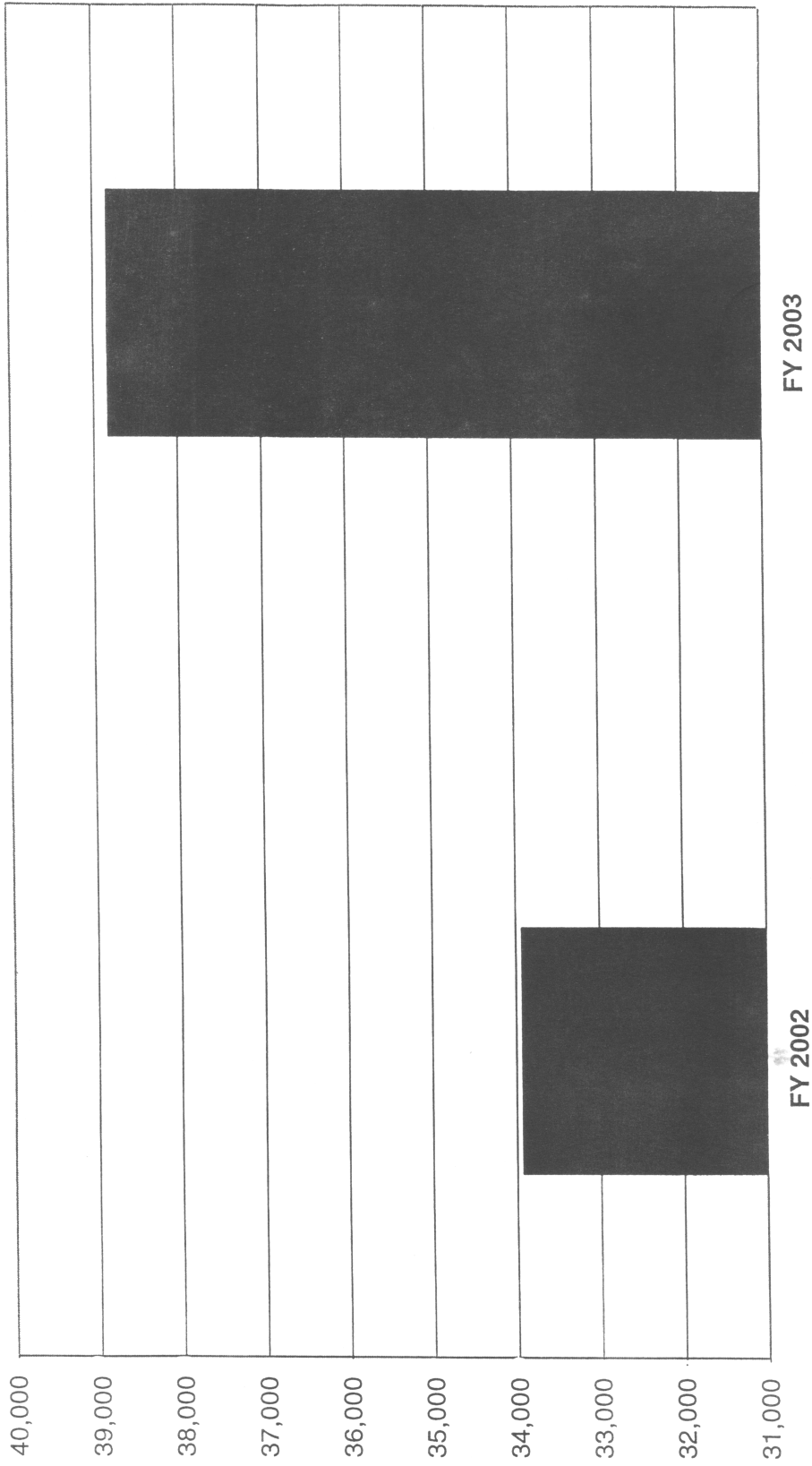
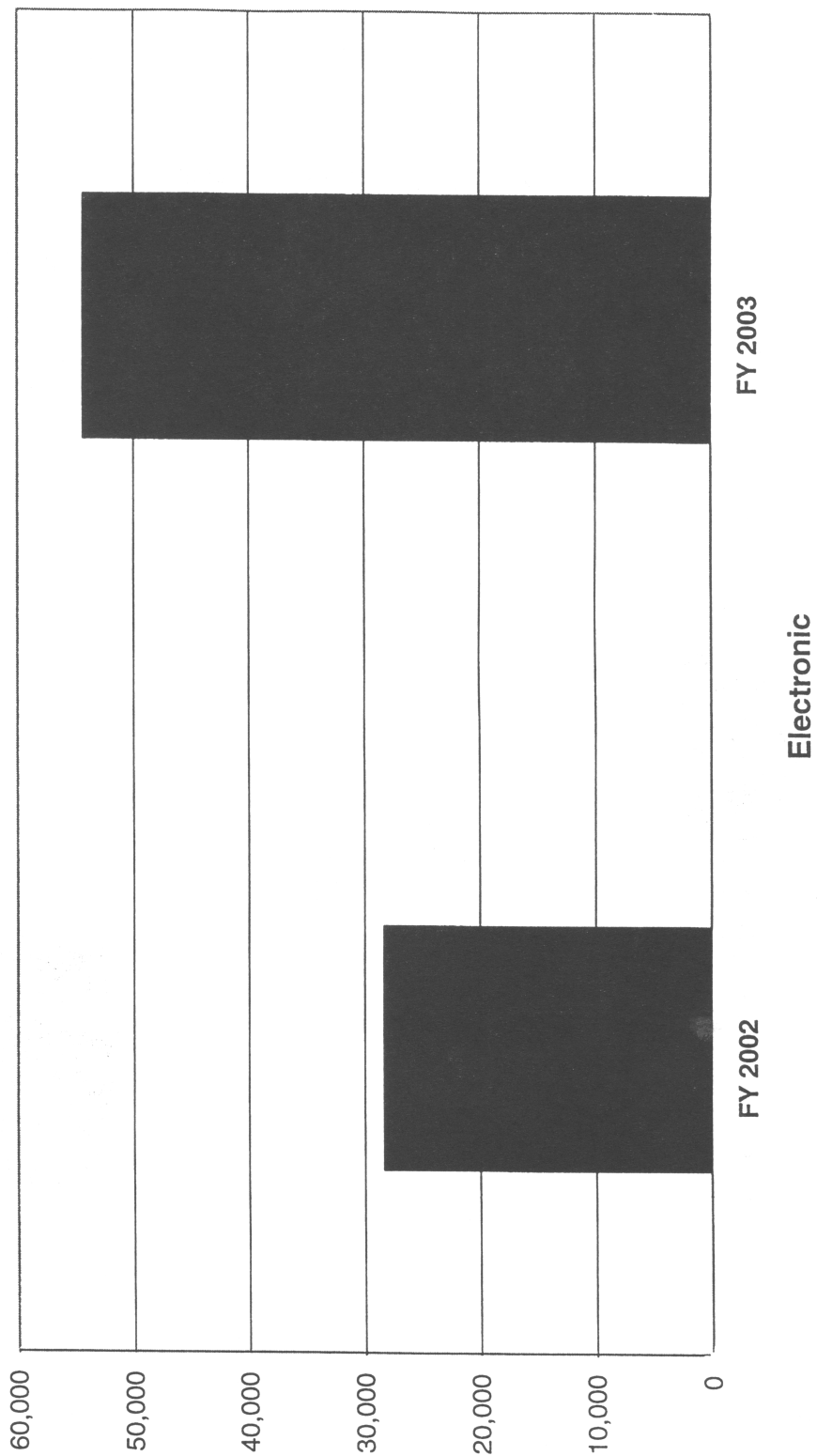
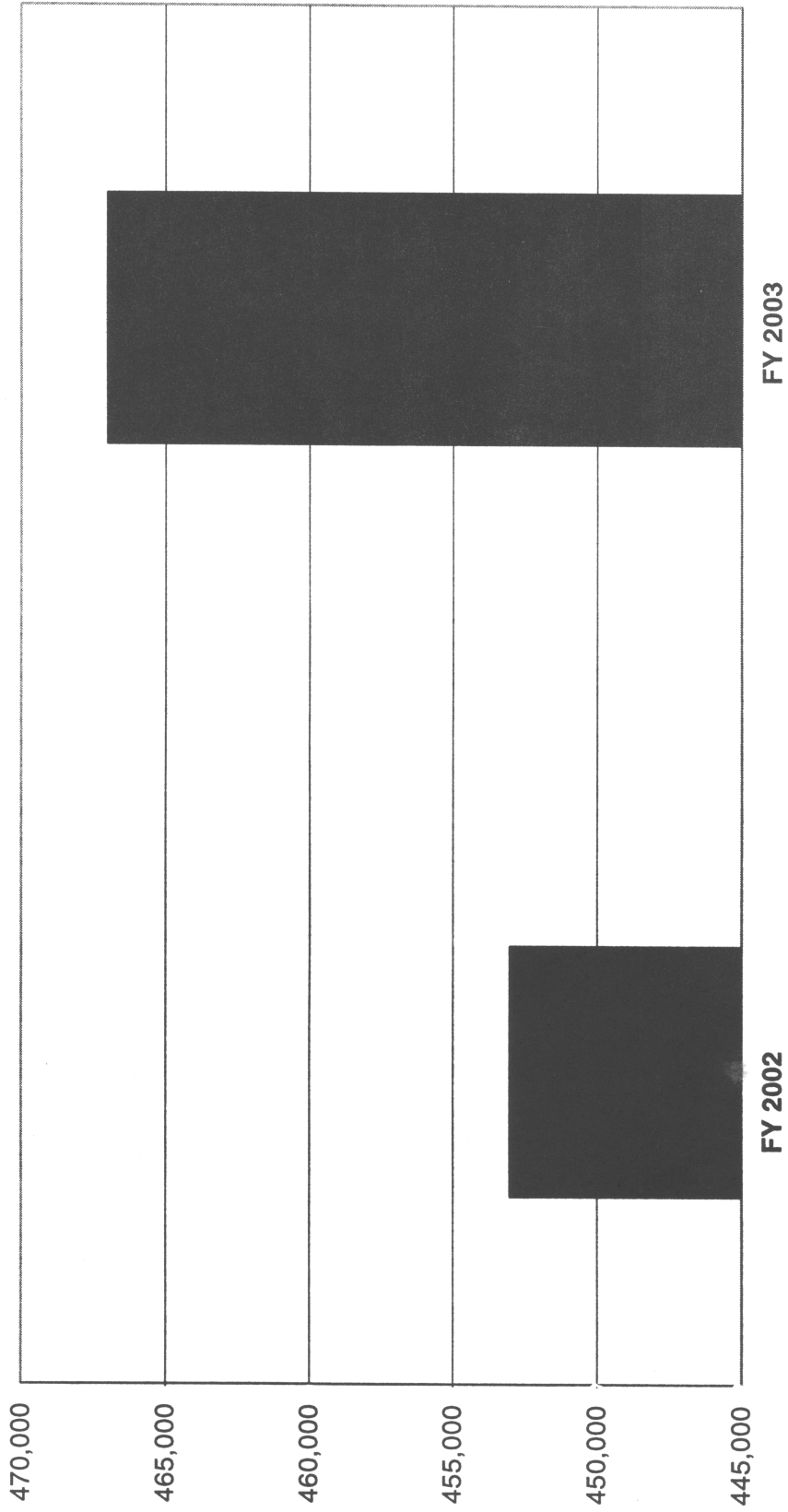


CHART E
NEW JERSEY STATE LIBRARY
FULL-TEXT SUBSCRIPTIONS



FY 2002

CHART F
NEW JERSEY LIBRARY FOR THE BLIND AND HANDICAPPED
CIRCULATION



Volumes