



MOVING FORWARD TOGETHER

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librarylinknj.org

Executive Director's Report - FY2016 (July 2015 - June 2016)

November 30, 2016

LibraryLinkNJ, The New Jersey Library Cooperative, serves over 2000 public, school, academic, medical, special, institutional libraries and library-related agencies in New Jersey. LibraryLinkNJ Bylaws require a membership report from the Executive Director at the first general meeting of the fiscal year. This annual overview focuses primarily on organizational and service changes as well as selected strategic accomplishments. LibraryLinkNJ is funded by and reports its accomplishments to the New Jersey State Library, as well as the membership.

Annual Audit. Per contract requirements, LibraryLinkNJ's auditor conducted an extensive audit of the FY15 financial records. The Board reviewed and approved the FY15 audit at their September 17, 2015 meeting. LibraryLinkNJ sent the approved audit to the State Library in late-November along with a detailed Annual Report of FY15 activity. Business Administrator, Nanette Cox, is responsible for preparing both the annual report and the financial records for the audit.

FY2016 Focus

Awarded Annual Contract. A contract award from the New Jersey State Library was in place in August 2015 with funding of \$1,840,000. This was the fifth year of flat funding. LibraryLinkNJ's Executive Board provided active policy oversight, direction on the budget and implementation of the strategic initiatives.

Hired New Executive Director. After celebrating the career of Cheryl O'Connor at her retirement on October 15, 2015, the Executive Board promoted Assistant Director Joanne

Roukens to Interim Director. After a nationwide search, a new Executive Director, Kathy Schalk-Greene, started at LibraryLinkNJ on December 28.

Empowered Library Staff to Expand Skills. Under the leadership of Assistant Director Joanne Roukens with the staff CE team, LibraryLinkNJ offered 666 opportunities for continuing education (CE) training for member library staff for which 3,091 members in twenty-one counties registered. *The wide-ranging FY16 Continuing Education 6-page report to the State Library is shared separately.*

Expanded Staff Opportunities with MentorNJ.

MentorNJ, Linking Library Staff Statewide, is a joint initiative funded by the State Library and LibraryLinkNJ, and co-sponsored by NJLA's Professional Development Committee and Leadership and Education Subcommittee. The purpose of the project was to develop mentor network services and programs, and a new guide to New Jersey libraries, that can serve as a gateway to librarians and paraprofessionals new to the profession or to the state. Here are some highlights of MentorNJ during FY2016:

- 79 mentors in the online MentorNJ Directory
- In-Person Networking events and webinars
- Sponsored programs at 2016 NJLA and NJALA Conferences, Rutgers SC&I Career Expo, and Rutgers Career & Internship Fair

Provided Services to Share Resources among LibraryLinkNJ Libraries. Through a statewide delivery service for 421 eligible libraries, LibraryLinkNJ helped make the collective resources of New Jersey Library Network members available to the public

through over 60,000 scheduled stops during the year. Participants shipped 2,312,932 packages in FY16. These packages included boxes, tote bins, and plastic bags. Membership Services staff member Carol Fishwick manages delivery communication and supplies for members. Libraries on delivery continued to make full use of our blue tote bins. The Delivery Contract, which was rebid in FY15 was renewed for calendar year 2016 with our vendor, Dynamex.

Extended Local Library Dollars through Expanded Discount Programs.

LibraryLinkNJ saved libraries money through online database subscriptions and other selected electronic resources by negotiating pricing and offering group discounts including *Infobase Learning*, *ProQuest*, *Encyclopaedia Britannica*, *World Trade Press*, *Lexis Nexis*, *Beanstack*, *Pronunciator-ProCitizen*, *Capria iBeacon*, *EBSCO Literary Reference Center upgrade with Poetry and Short Story Reference Center*, *EBSCO eBooks*, *Gale Cengage GVRL*, *Junior Library Guild*, *Capria Connect*, and *EBSCO Restoration Package*. Jessica Adler, Discount Manager, held an online meeting with the Discount Advisory Group which also provided input on several initiatives. A Discount Suggestion Form is available for all LibraryLinkNJ members.

Promoted New Models of Service.

LibraryLinkNJ was the major supporter of the statewide NJ Makers Day, March 18 and 19, which showcased events at 262 public and academic libraries, schools, museums, and nonprofit organizations. An estimated 40,000 people attended maker events statewide. A Mobile Mini Makerspace Kit Project for Public and School Libraries was planned and funded jointly by the New Jersey State Library and LibraryLinkNJ for rollout in FY17.

Developed a Community of Practice.

LibraryLinkNJ continued its efforts to build and maintain communities of practice within the New Jersey library community by sponsoring *Makerspace Next Steps: New Ideas and Strategies for Community Engagement* facilitating makerspaces in libraries of all types from around the state with a day of collaboration, reflection and idea development.

Diversified our Social Media Presence.

Sophie Brookover, Program Coordinator and Social Media Manager, continues to manage our presences across Twitter, Facebook, Tumblr, and Pinterest. We experimented with a variety of new methods of reaching our membership and beyond. Sophie developed a new service for members by offering social media consultations to discuss current library performance, develop strategies for the short and long term, and schedule follow-up one-on-one phone conversations.

Improved our Website. LibraryLinkNJ continues to enhance its website features and performance for member access. Mi-Sun Lyu manages our website and online/IT services, and also manages the back-end security updates (Drupal) and content structure improvements. Our online communication channels include the Cooperative's Forum, E-Updates, Social Media Snapshots! and targeted e-blasts.

Selected FY16 website highlights include:

- Total number of pages viewed on our website was 294,680. Among the most viewed pages were Delivery, Forums including the Job postings forum list for non-users, CE, MentorNJ, Projects, and Discount pages. The lists of ESL and Citizenship classes on the NJ Statewide Diversity Resources Online ranked high in page views.
- Total number of sessions* (period of time a user is actively engaged with our website) is 90,917 during FY16, which originated from 146 countries, including:
 - United States (87,486 sessions)
 - India (305)
 - Canada (280)
 - UK (269)
 - Brazil (216)
 - China (162)
- 308 new user accounts were added.
- We continued to make improvements with our site navigation for more mobile-friendly display.
- In collaboration with the NJLA Diversity & Outreach Section, we continued to maintain the NJ Statewide Diversity Resources Online (<http://librarylinknj.org/DO-diversity>). Its purpose is to provide a dynamic place where libraries can find and share diversity resources and programs. It also includes lists of ESL and Citizenship Classes at NJ

Libraries and the Homeless Services in New Jersey, which were among the most viewed pages on our website.

Developed the LibraryLinkNJ Strategic Plan for FY17.

With the completion of the LibraryLinkNJ Strategic Plan for FY16, the staff, Board, committees, reviewed membership survey results from March 2016, continuing education evaluation forms from FY15 and FY16, NJ Public Library Directors Summit evaluations from October 2015, trendspotting at state and national conferences and in online and print resources, informal membership communication with LibraryLinkNJ staff, and the Statewide Strategic Plan for the Future of Libraries, July 2013 to provide input to the development of a one year plan. That plan was shared with the membership and approved at the June 1, 2016 membership meeting.

Personal Networking Encouraged at our Membership Meeting.

A successful new approach was taken with the Spring Membership Meeting held as one event at a central location in the state. Over 160 library staff came to the June 1 meeting at the Forsgate Country Club in Monroe Township, making it the best attended Membership Meeting ever. Rebekkah Smith Aldrich spoke on the topic, "Don't Get Mad, Set Savvy." At the Business Meeting, the membership passed the FY17 Strategic Initiatives, the FY17 Budget and elected new members to the Executive Board.

Colleagues Whose Leadership and Involvement Helped LibraryLinkNJ Progress in FY2016:

LibraryLinkNJ Board, Library Network Review Board Representatives, Task Forces and Membership

- The LibraryLinkNJ Board with President Candice Brown
- Library Network Review Board Members representing LibraryLinkNJ: Maureen Wilkinson, Warren County Library; Mark Titus, Hunterdon County Library; Fran King, St. Peter the Apostle School Library; Judy Cohn, Rutgers, George F. Smith Library of the Health Sciences
- Delivery Services Advisory Task Force
- Technology Advisory Task Force
- Discount Advisory Group

- YOU – the LibraryLinkNJ Membership

LibraryLinkNJ Executive Board, FY 2016

Our warmest thanks to the FY16 Board members for their leadership and dedication: *Cathy Boss*, Jersey Shore University Medical Center; *Karen Brodsky*, Library of the Chathams; *Candice Brown*, Board President, Clifton Public Library; *Steve Chudnick*, Brookdale Community College Library; *Janice Cooper*, Northern Valley Regional High School at Old Tappan; *Heather Craven*, County College of Morris Library; *Jane Crocker*, Rowan College at Gloucester County; *James Keebler*, Piscataway Public Library; *Michelle McGreivey*, Board Assistant Treasurer, Hoboken High School Library; *Kimberly Paone*, Board Vice President, Matawan-Aberdeen Public Library; *Lynn Pascale*, Board Secretary, Collingswood Middle/High School Library; *Carolyn Ryan Reed*, East Orange Public Library; *Irene Sterling*, Lay Representative; *Rick Vander Wende*, Board Treasurer, Lay Representative; and *Anne Wodnick*, Gloucester County Library System.

LibraryLinkNJ Staff:

- Cheryl O'Connor, Executive Director (July-October 15, 2015)
- Joanne Roukens, Acting Director (October 15 – December 27, 2015), Assistant Director and Head of Continuing Education
- Kathy Schalk-Greene, Executive Director (December 28, 2015 – June 2016)
- Mi-Sun Lyu, IT/Online Project Manager and Program Coordinator
- Sophie Brookover, Program Coordinator and Social Media Manager
- Jessica Adler, (PT) Discount Coordinator and Special Projects
- Nanette Cox, Business Administrator
- Carol Fishwick, Membership Services
- Daniella Franov, (PT) Clerical Assistant

New Jersey Library Network Partners

- State Librarian Mary Chute, Deputy State Librarians Peggy Cadigan, Michele Stricker, and James Lonergan, and Chief Financial Officer Sheri Shafer, along with the Library Development Consultants and Staff of the New Jersey State Library
- LibraryLinkNJ Member Libraries – Voting Representatives and Staff
- Multi-type library associations including the Documents Association of New Jersey; Health Sciences Library Association of New

Jersey; the New Jersey Law Librarians Association; New Jersey Association of Library Assistants; New Jersey Association of School Librarians; New Jersey Library Association; Special Library Association – Princeton-Trenton Chapter; Special Library Association – New Jersey Chapter; and VALE.

My most sincere thanks for this opportunity and your valued guidance and participation,
Kathy Schalk-Greene , Executive Director

LibraryLinkNJ and its services are funded by the New Jersey State Library, which is responsible for the coordination, promotion and funding of the New Jersey Library Network