

Executive Director's Report - FY2015

(July 2014 - June 2015) December 10, 2015

Annual Audit

Per contract requirements, LibraryLinkNJ's auditor conducted an extensive audit of the FY14 financial records. The Board reviewed and approved the FY14 audit at their September 17, 2015 meeting. LibraryLinkNJ sent the approved audit to the State Library in November along with a detailed Annual Report of FY14 activity. Business Administrator Nanette Cox is responsible for working with the Executive Director preparing both the annual report and the financial records for the audit.

FY2015 Focus

Awarded Annual Contract

A contract award from the New Jersey State Library was in place in August 2014 with funding of \$1.840 million. This was the fourth year of flat funding. LibraryLinkNJ's Executive Board provided active policy oversight, direction on the budget and implementation of the strategic initiatives.

NCBC4NJL (Next Chapter Book Club for New Jersey Libraries)

This project's goal was to give participating libraries a proven, effective, economical and long-term way to serve their differently-abled populations. It will extend the role of library as community anchor and safe haven for taking risks outside the library walls. A contract award was given to the Scotch Plains Library \$9,850 to fund and support up to six New Jersey libraries in setting up their own Next Chapter Book Clubs for adults and teens with intellectual and developmental disabilities. The Scotch Plains Public Library promoted the project, offered a full-day training session in May 2013 for signees of letters of intent to participate, and began to support these libraries for setup, recruitment, local training and publicity. This phase continued through the end of 2014 and clubs launched in late 2014. The contract period ended on June 30, 2015. Six libraries started clubs: Camden

County Library, Cherry Hill Public Library, Monmouth County Library – Eastern Branch, Middletown Public Library, Wayne Public Library, Woodbridge Public Library. Each club was specifically designed to meet the needs of the community it serves. The group will continue to stay in touch, share with and mentor any libraries interested in starting their own. The Final Report can be found at

<http://librarylinknj.org/projects/NCBC4NJL>.

Partnership – weEntrepreneurs

One initiative emerging from the Statewide Strategic Plan focused on expanding partnerships and collaboration. The Technology & Entrepreneurship Talent Network (TETN) at NJIT and LibraryLinkNJ have partnered on a new project to support the growth of the New Jersey economy. The project was made possible through a \$1500 grant provided by TETN and a \$1500 matching contribution by LibraryLinkNJ. The pilot program focused on helping NJ residents with ideas for new businesses to begin to transform their ideas into new ventures. The program goal is to demonstrate the very vital role libraries and librarians can play in the state's economic growth. Three libraries agreed to participate in the program, Cherry Hill Public Library, Somerset County Library System, and Parsippany Public Library. The ultimate vision is to see the program grow within the New Jersey public library system helping to enhance the role of libraries as critical community hubs attracting a new set of stakeholders. Since the project was not funded until the end of FY14, there was agreement to carry it into FY15. The Final Report can be found at

<http://librarylinknj.org/projects/weentrepreneurs>

Partnership - NJ Makers Day

"NJ Makers Day is a celebration of maker culture across New Jersey. This all-ages event connects individuals with libraries, schools, businesses, and independent makerspaces that support making, tinkering, crafting, manufacturing, and STEM-based learning."

[From nimakersday.org] LibraryLinkNJ sponsored the inaugural event with \$12,500,



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supporting the event's goal to "enhance community engagement and develop connections among New Jersey residents by collaborating [...] to promote and explore new opportunities for entrepreneurship, innovation and hands-on learning experiences." [From njmakersday.org]

The first NJ Makers Day was a great success with 152 sites across all 21 NJ counties hosting programs, demonstrations and workshops. Sites included public and academic libraries, museums, non-profit organizations and AC Moore retail locations. With approximately 75% of sites reporting, the estimated participant count is 15,000 - 17,000 across the state. There were 510 hands-on programs, 222 demonstrations, 60 presentations and 212 displays

Empowered Librarians to Expand Skills

Under the leadership of Assistant Director Joanne Roukens with the staff CE team, LibraryLinkNJ offered 894 opportunities for continuing education (CE) training for member library staff, for which 3,152 members in twenty-one counties registered. The wide-ranging FY15 Continuing Education 6-page report to the State Library is shared separately.

Provided Services to Share Resources among LibraryLinkNJ Libraries

Through a statewide delivery service for 475 eligible libraries, LibraryLinkNJ helped make the collective resources of New Jersey Library Network members available to the public through scheduled stops during the year. Participants shipped 2,303,573 packages in FY15. These packages included boxes 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. During FY15, the Executive Board required no delivery cost share from eligible libraries.

The office administration, with extensive assistance of the Delivery Services Task Force, revised the delivery services policy for consideration by the Executive Board in FY15. As a result, the Delivery Service was totally restructured in the spring of 2015.

Purchasing guidelines require the Cooperative to bid the delivery contract every three years. In late June the office administration, with the assistance of the Delivery Services Task Force, developed a 2015 Delivery Services RFP for Board consideration and posting in early FY15. Dynamex East Operations was awarded the Delivery Contract for a January 2015 start. The transition to the new vendor was bumpy. Seven winter storms had a major impact on the implementation of the delivery restructuring. Results included service cancellation, warehouse sorting logjams, makeup deliveries including several Saturdays, and longer time from materials request and shipping to materials receipt. The membership was kept informed throughout. A high note was the communication with the vendor and its goal for service improvement. *Based on a survey of members using delivery, demonstrated improvement in service, and cost, LLNJ negotiated and renewed the contract with Dynamex East for calendar year 2016.*

Extended Local Library Dollars through Expanded Discount Programs

LibraryLinkNJ saved libraries money on online database subscriptions and other selected resources by negotiating pricing and offering group discounts. Jessica Adler, Discount Manager, worked to expand our offerings into some new and innovative areas, including:

- SELF-e, a self-publishing platform for libraries from BiblioBoard and *LibraryJournal*
- CapiraMobile, a mobile app developer catering specifically to libraries
- lyndaLibrary, the public library offering from lynda.com self-paced learning
- Beanstack, an early literacy web service for libraries and the families they serve.

Built our Social Media Presence

Sophie Brookover managed our presences across Twitter, Facebook, Tumblr, Pinterest and Instagram. Our audiences across all platforms increased substantially in FY2015 (27% increase in Twitter followers, 16% increase in Facebook Page Likes, 23% increase in Tumblr followers and 264% increase in Instagram followers). We continue to use a variety of new tools and methods of reaching our membership, including working closely with a non-profit social media consultant, Ian Shea-Cahir of Shea-Cahir Consulting and developing shareable Quick-Start Guides to for social media tools.

With Jessica Adler, Sophie produced our monthly email newsletter *Social Media Snapshots*, repackaging the best content across all of our channels, and reaching approximately 2300 readers with each issue. This has led to staff at member libraries contacting Sophie for advice and consulting on how best to manage their own social media presences.

Our overarching goal for our social media presence across all channels is: to reach ever-larger segments of the NJ library community, reaching beyond this core demographic to people who care about libraries, public institutions, civic engagement, education, technology & society, and literature.

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 FY15 website highlights include:

- Total number of pages viewed on our website was 318,289. Delivery, Forums including the Job postings forum list for non-users (<http://librarylinknj.org/jobs>), CE,

MentorNJ, Projects, and Discount pages were among the most viewed pages.

- Total number of sessions* is 88,845 during FY15, which originated from 157 countries. (* A session is the period of time a user is actively engaged with our website.)

12 countries with over 100 sessions, including:

- United States (83,773 sessions)
- Brazil (480)
- India (441)
- Canada (396)
- Australia (316)
- UK (316)

58 countries with between 10-100 sessions

- 83,773 sessions in US, including:
 - New Jersey (70,808 sessions)
 - Pennsylvania (3,077)
 - New York (2,109)
 - California (954)
- Desktop (79,918 sessions), Mobile (6,302), Tablet (2,625)
- 413 new user accounts were added.
- A new theme (design) was implemented on the homepage, and then it was replicated throughout the entire site.
- We improved the web version of our E-Updates, Social Media Snapshots and added a page dedicated to our social media content (<http://librarylinknj.org/social-media>). These are all listed under "NEWS" menu on the website.
- We made some improvements with our site navigation for mobile display, including a new mobile menu for our website display on mobile and smaller devices.
- MentorNJ, Linking Library Staff Statewide (<http://librarylinknj.org/MentorNJ>) was implemented and launched in March 2015. It includes a Virtual Guide to the NJ Library Community, and a Mentors' Directory, as well as other MentorNJ programs and events. MentorNJ is a new joint initiative funded by the State Library and LibraryLinkNJ. The project is also co-

sponsored by NJLA's Professional Development Committee and Leadership and Education Subcommittee.

- In collaboration with the NJLA Diversity & Outreach Section, we implemented and launched 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.

Migrating TechEx

The Technology Exchange (TechEx) was a user-generated platform for sharing tech knowledge and successful projects around New Jersey. Launched in April 2013, it suffered from a gradual decline in contributions and usage. The site was closed to new posts in January 2015 and removed from our website navigation (content is still discoverable via a site search and is listed as a New Jersey resource at <http://librarylinknj.org/MentorNJ/njlibraries#njlibrarysource>).

Despite low usage of TechEx, there were many high-quality contributions, particularly from the monthly Guest Contributors. In order to preserve this content, the best, most relevant posts will be re-purposed. Jessica Adler and Sophie Brookover are working on a series of Quick-Start Guides on useful topics, using TechEx content as a resource. A guide to infographics and a collection of Professional Development Resources for School Librarians have already been published, culled primarily from TechEx posts. Future guides will re-use TechEx content on the topics of tools for maker culture, STEM, and coding.

We hope to achieve our goals of highlighting the great original content on our website, keeping our new content fresh and relevant, and modeling creative use of online content.

Colleagues Whose Leadership and Involvement Helped LibraryLinkNJ Progress in FY2015:

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

- The LibraryLinkNJ Board with President Jane Crocker
- Library Network Review Board - Roberta Bronson Fitzpatrick (George F. Smith Library, Rutgers Newark); Steven Chudnick (Brookdale Community College Library); Fran King (Lincoln Middle School Library) and, Anne Wodnick (Gloucester County Library)
- Delivery Services Advisory Task Force
- Technology Advisory Task Force
- Discount Advisory Group
- YOU -- the LibraryLinkNJ Membership

LibraryLinkNJ Executive Board, FY 2015

Our warmest thanks to the FY15 Board members for their leadership and dedication:

Ruth Bogan, (PALS Plus); *Jane L. Crocker*, Board President, (Rowan College at Gloucester County); *Candice Brown*, Board Vice-President, (Clifton Public Library); *Janice Cooper*, (Northern Valley Regional High School at Old Tappan); *Heather Craven*, (County College of Morris Library); *James Keehler*, (Piscataway Public Library); *Michelle McGreivey*, (Hoboken High School Library); *Kimberly Paone*, Board Treasurer, (Matawan-Aberdeen Public Library); *Lynn Pascale*, (Collingswood Middle/High School Library); *Carolyn Ryan Reed*, (East Orange Public Library); *Kathy Schalk-Greene*, (Mount Laurel Library); *Margaret Shapiro*, Board Secretary, Lay Representative; *Robin Siegel*, (CentraState Medical Center Library); *Joseph Toth*, Board Assistant Treasurer, (Stockton University Library); and, *Rick Vander Wende*, Lay Representative.



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LibraryLinkNJ Staff

- Cheryl O'Connor, Executive Director
- Joanne Roukens, Assistant Director and Head of Continuing Education
- 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
- Melissa Mach, (PT) Clerical Assistant, succeeded by Nicole Sivilli and Daniela Franov.

New Jersey Library Network Partners

- State Librarian Mary Chute, Deputy State Librarians Peggy Cadigan, Kathleen Moeller-Peiffer, and Victoria Rosch, 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.

It has been an honor to serve this vibrant membership.

Cheryl O'Connor, 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