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# New Brunswick Free Public Library

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## Minutes, Board of Trustees

June 20, 2012 5:00 p.m.

1. Announcement of Compliance with Open Public Meeting. Notice of the meeting was sent electronically to the Home News Tribune and was posted in the library, on the library website, and at City Hall.
2. Call to Order.
3. Presentation of Mayor's proclamation to Mrs. Cecilia Clafien.
4. A quorum not being present, no actions were taken.
  - 4.1. 1812, America on the Verge: Belvin reprised his presentation of *If These Walls Could Talk* for the New Brunswick Historical Society and for the Kiwanis Club.
  - 4.2. ALTAFF Webinar. Belvin had forwarded notification about the Association of Library Trustees, Advocates, Friends and Foundations' Trustee Academy Webinar Series. The State Library purchased one hindered licenses and distributed 54 at the Library Trustee Institute on June 2. The Trustee Academy is a series of online courses to help Trustees become exceptionally proficient in their roles on behalf of libraries. Trustee Academy Courses include Trustee Basics Part I & Part II, Working Effectively with the Library Director, The Library's Budget, New Jersey Per Capita State Aid with NJ State Library Data Coordinator Bob Keith, and New Jersey Library Law with NJ Associate State Librarian Victoria Rosch.
  - 4.3. America's Genealogy Bank (NewsBank) Trial: Some interesting result from our trial of this database. In the first 542 searches, the most used newspaper was the Seattle (WA) Daily Times, followed by the State (Columbia, SC); Trenton Evening Times; Trenton State Gazette; Oregonian (Portland, OR); and then the Philadelphia Inquirer.
  - 4.4. Children's Room: Darby received a nice compliment from a teacher who came in and was effusive to a library assistant about the quality of Darby's presentations at Redshaw School about the Summer Reading Faire. Darby commented to Belvin that she had received excellent support for her presentations from the school librarian at Redshaw School.
  - 4.5. Community Service. The library's practice has been to accept, evaluate, and assign people doing Community Service from Probation departments on the same basis as volunteers. The Middlesex County Vinicage Probation Department has formalized the process.
  - 4.6. Finance Committee: Budget. The Public Hearing will be Wednesday, July 18 at 5:30 p.m.
  - 4.7. Friend's Liaison. June 6 was the last Brown Bag Lunch Program of the season. It featured a jazz trio from the Mason Gross School of the Arts. The Friends Annual Meeting was on June 11. Karl McLean was reelected secretary and Peggy Sica joined the Board.
  - 4.8. Home News: The Home News has closed their East Brunswick office. With the help of Jackie Oshman, Hsien-min Chen, Tyler (volunteer), and Belvin's sons, the library salvaged seven minivan loads of clipping files and photographs, not just of New Brunswick but for all over the county and beyond.
  - 4.9. Learning Chinese: Hsien-min Chen will be conducting a two-session class in Chinese in July.
  - 4.10. Middlesex County Cultural and Heritage Commission History Grants: In cooperation with the New Brunswick Historical Society, an application has been submitted for continuing to digitize newspapers. A grant was going to be submitted in conjunction with the New Brunswick African-American Heritage Committee to catalog and preserve their files but since they have not yet had a CAPES survey done, that grant will have to wait for the next cycle. The New Jersey Caucus of the Mid-Atlantic Regional Archives Conference (MARAC)

organized the Caucus Archival Projects Evaluation Service (CAPES) to provide professional evaluations of historical collections and this is generally a prerequisite to grant funding for preservation. Another grant application for \$1,700 with a \$850 cash match was submitted in the library's name to digitize a collection of audio records of 34 programs from 1949 and 1950 from WDHN.

- 4.11. New Brunswick in Motion. The fifth annual photography contest's theme is "New Brunswick in Motion. Photographs entered in the contest will be displayed in an exhibition at the Heldrich Hotel and at the library. On Friday June 8 at 6:00 p.m., there will be a reception where the winners will be announced. Three programs accompany the contest.
- 4.12. New Jersey Library Association Annual Meeting: The Wednesday keynote speaker was Steven Bell, Associate University Librarian at Temple University and ACRL vice-president/president-elect, who proposed an Alt-Librarian model. Alt-Librarian is a design-influenced model to help librarians retool themselves for the challenges of tomorrow. Bell started his presentation talking about how Atlantic City had reinvented itself in the 1970s. That led to a renaissance (at least for part of the community) that eventually drew competition and reached what Andy Grove has described as a strategic inflection point when a competitive environment undergoes a major change that requires a fundamental change in strategy. Atlantic City now needs another reinvention and the Revel where the convention was held is an example of this new model of destination. This reinvention is also needed in higher education and he drew a strong parallel between the crises in higher education and the challenge of librarianship. Higher education has had a steeply increasing cost and a decreasing return on investment for the students. The model of individual colleges, teachers repeating lectures year after year, four-year degrees, and one-to-many communication has failed. He posits that when a model fails, other entrepreneurs and institutions fill the void. Those organizations that are successful use, whether consciously or not, Simon Sinek's Golden Circle, an alternative perspective, that emphasizes that virtually everyone in an organization knows what they do, some know how the organization functions, but only in successful organizations is why they do what they do the central focus. To get commitment, people must buy into the why. The best phrase from the presentation was part of Andy Grove's quote "Success breeds complacency. Complacency breeds failure. Only the paranoid survive," that is to say that unless an entity is trying to improve or change, someone is out there who wants the resources they have use of.

The brown-bag lunch program was on how public libraries are dealing with the digital divide. One issue is that many people have limited interest in the Internet and computers. They may want certain things, for example, Facebook, but not be interested in using traditional email, word processing, or news sites. Another person's interest may be just completing job applications.

Battledecks is the ultimate public-speaking challenge: participants must give a coherent presentation based on seemingly unrelated PowerPoint slides, seen for the first time live on stage. It is often called "PowerPoint Karaoke." It has the potential of being a good Young Adult activity.

eBooks: Are We Having Fun Yet? Was a panel presentation with Cathy Weng (College of New Jersey, Eileen Palmer (LMxAC) and Janice Painter (Princeton Public Library) on the challenges of ebooks and the problems that the multitude of devices, formats, and publishers limitations has created for libraries and for the public. The panel covered handling eBook selection to acquisition and access from public and academic library perspectives.

Darby DeCicco was a presenter at the conference at a panel entitled “What Everyone Can Learn from Urban Libraries” This panel discussion covered the importance of refraining from making assumptions, of knowing your population, and of being aware of local resources. Belvin mentioned that a number of people complimented him on the job Darby did.

- 4.13. New Jersey Library Trustee Institute: The Institute was June 2 at the Sheraton Eatontown. This full day conference features a Keynote session, eight (8) workshops on a variety of topics such as Roles & Responsibilities of Library Trustees, Hiring Your Library Director, Working with Friends Groups, Trustees' Role in Fundraising, Marketing Your Library with Social Media, Strategic Planning, and 21st Century Library Trends. There will also be a plenary session on Library Law with Beth Hindsdale, Esq.
- 4.14. Osher Lifelong Learning Institute: Belvin met with Dave Finegold, the Rutgers University Senior Vice President for Lifelong Learning and Strategic Growth, and other representatives of the Osher Lifelong Learning Institute on May 31 to discuss how this lifelong learning program best serve New Brunswick residents.
- 4.15. Policy Committee: Volunteer Policy: Belvin noted that he had corrected an omission on the Volunteer form where “Parents/Guardian’s Signature if Under 18” should have been included.
- 4.16. PRAB: Belvin attended the PRAB / New Brunswick Tomorrow Neighborhood Forum on June 4 at the Roosevelt School.
- 4.17. Rotary Visit: On June 12, Jose Henrique Rodrigues Machado of the Rotary Club of Mirrinhos was given a tour of the library by Belvin. Morrinhos is a small city and municipality in Goiás, a state in southern Brazil. He was quite impressed with our Children’s Room.
- 4.18. Summer Reading Program. The Children's Room will be closed that day as well as on Saturday August 11 for the Faire.
- 4.19. Volunteers: There are three library school students volunteering and assisting with summer reading: Kim Iacucci, currently a producer at CBS; Mariel DiSibio, currently a Library Assistant in Hightstown; and Sue McCabe, currently an elementary school teacher in Somerville. In addition, Kayla Martinez, a Piscataway Vocational School student will be helping.