

Ramblings

The
Newsletter
of

RASD

Reference and Adult Services Division
A DIVISION OF THE SUFFOLK COUNTY LIBRARY ASSOCIATION

WINTER 2017

In This Issue

➤ **President's Message**

➤ **From the 2018 Board**

➤ **Committee News**

- ✓ *Long Island Reads*
- ✓ *Reader's Advisory*
- ✓ *Health Concerns*
- ✓ *Media*
- ✓ *CARE*
- ✓ *MOSAIC*

- ✓ *Public Relations & Marketing*
- ✓ *Long Island History*
- ✓ *Electronic Resources*
- ✓ *New Adults*
- ✓ *Programs*

President's Message

Lauren Scottaline

First, I would like to thank the Division for contributing excellent resources, meetings, networking, and continuing education throughout 2017. Second, I would like to thank our general membership for attending programs and supporting colleagues in the Division. It is my hope that each of you will continue to read our quarterly newsletter, and consider joining a committee in the near future! I wish the best of luck to the 2018 Board, from whom we can expect wonderful things. Should you wish to get involved or have suggestions for a committee, please feel free to reach out via email or phone at lscottaline@smithlib.org or 631-360-2480 x232.

Looking Ahead: From the 2018 Board

From Rachel Cecchini: I'm excited to be the 2018 Secretary of RASD. I'm an Adult Services Librarian at Comsewogue Public Library and Middle Country Public Library. Between both libraries I work on social media, market library services, and instruct programs. Libraries have always played an influential role for me, so I'm really looking forward to collaborating with everyone to ensure that libraries remain at the forefront of communities.

From Alex Brand: Hello everyone! I'm happy to be the 2018 Vice President for RASD. I'm an Adult Services Librarian at Middle Country Public Library, where I'm responsible for providing reference services and creating a variety of programming for our adult patrons. I also work as a liaison between the Miller Business Center with businesses and business organizations throughout Long Island. I enjoy fulfilling the research needs of businesses and entrepreneurs with the goal of forming relationships and being a valuable resource to them. With my new role on the RASD Committee, I'm looking forward to meeting and working with other librarians, sharing ideas, and helping plan ways to continue to keep Suffolk County libraries among the best in the country.

Committee News

Long Island Reads

Beth Gates



The Long Island Reads committee has chosen *Spaceman: An Astronaut's Unlikely Journey to Unlock the Secrets of the Universe* by Long Island native Mike Massimino. The author will speak on Sunday, April 15, 2018.

Upcoming meeting: Wednesday, January 10, 2018, at the Huntington Public Library. Contact Beth Gates, the Suffolk chair, with any questions at beth@myrml.org

Reader's Advisory

Azuree Agnello

Join us for our next meeting on **Thursday, January 25, 2018**, 10:00 a.m.-12:00 p.m., at SCLS. We will discuss **Coming to America: Immigration Fiction**. If you're looking for a committee to join and love to read but don't have a lot of time, Reader's Advisory may be the committee for you. We meet three times a year in January, April, and September. For more information, contact aagnello@wbpl.us. Check out our blog at <http://rasdreadersadvisory.blogspot.com/> for our annotations and to get great recommendations for you and your patrons.

Health Concerns

Sal Filosa

Health Concerns Committee

Reference and Adult Services Division of SCLA



In partnership with Health Science Librarians at Stony Brook University, the following three training workshops are being scheduled at SCLS to provide instruction on consumer health resources for public librarians in Suffolk County and public library school students. Funding for the workshops was awarded through the Health Information Awareness Award by the National Library of Medicine (NLM), National Institutes of Health (NIH).

What the Health? MedlinePlus & Consumer Health Info: Thursday, Jan. 25, 10:00 a.m. - 12:00 p.m.

Are you unsure about where to start when a patron approaches with a health related reference question? This workshop will provide the resources and strategies needed to successfully direct patrons to trusted health information that is freely available online.

Genetics Home Reference & More: Thursday, February 22, 10:00 a.m. - 12:00 p.m. This workshop will provide hands-on instruction in using the National Library of Medicine's Genetics Home Reference database. Information about other reliable sources of consumer-oriented genetic health information will also be covered.

TOXNET: Thursday, March 22, 10:00 a.m. - 12:00 p.m.

TOXNET is a suite of databases from the National Library of Medicine, providing a wide variety of information on toxic substances and environmental health. Learn how to use TOXNET and its sister site ToxTown to find information on potentially hazardous compounds. This workshop will be focused on its application for consumer health inquiries.

Register here: <https://tinyurl.com/whathehealth>

Contact Sal Filosa sfilosa@portjefflibrary.org with questions. Stay healthy!

In case you missed the fun at the **Health Concerns Committee's Annual Breakfast**, our annotated [bibliography \(PDF\)](#) on Vascular Disease is available in the [catalog](#) and on the [RASD's website](#). There were two speakers from Stony Brook's Division of Vascular and Endovascular Surgery. **Antonios P. Gasparis, MD, FACS**, professor of surgery, is a leader in the Division of Vascular and Endovascular Surgery at Stony Brook Medicine. In addition, he serves as director of the Stony Brook Center for Vein Care, medical director of the Non-Invasive Vascular Laboratory, medical director of the Bellavie MedSpa, and director of the Phlebology Fellowship. **Dr. Nicholas Sikalas** is an assistant Professor of Surgery and the Director of the Limb Preservation Center. His expertise is in arterial and venous surgery, including open and endovascular management of all vascular conditions including lower extremity blockages and limb preservation treatment. Olympia, Office Manager, was present to register participants for FREE venous and arterial screenings at a later date. For more info on this great service, check out their website: <https://www.stonybrookmedicine.edu/patientcare/surgery/patient-care/clinical/vascular-surgery/vascular-disease-screenings>

We finished out the day by raffling off a Fitbit Zip! Congrats to Gilda Ramos! We hope to see you at our future programs and always welcome members.

Media

Tim Sicurella

Join us on Tuesday, **January 23, 2018**, 10:00 a.m. - 12:00 p.m., at SCLS (9:30 for coffee and networking) for a discussion with Khan Derenzo of Port Jefferson Library on video game collections, programming ideas, and newly trending movie bundle collections.

Slides from our previous meeting about digitizing collections can be found here:

<http://scla.net/rasd/rasd-media-committee-october-program-slides/>

Contact Tim Sicurella with any questions: tsicurella@sayvillelibrary.org.

Suffolk Libraries CARE (Career and Resource Exchange)

Nicole Berroyer

Dave Sullivan from Family Service League spoke to the CARE committee on November 16, 2017 about the **Flexible Employment Program**. This program provides vocational services to individuals with disabilities and is sponsored by the NY State Department of Education ACCES-VR. The program offers diagnostic evaluations, teaches computer, interview, job search, and development skills, and offers placement services. The organization also offers aftercare support and vocational counseling. Family Service League serves people with mental health conditions, developmental disabilities, substance abuse issues, legal histories, and physical disabilities. Mr. Sullivan and Family Service League are willing to give presentations at any public library. If you would like their contact information, please email nicole@connetquotlibrary.org.

MOSAIC: Multicultural Outreach & Information Committee

Amber Gagliardi & Michelle Athanas

I'm happy to introduce our new Co-Chair **Michelle Athanas** to the MOSAIC Committee. Michelle is a Reference & Bilingual Services Librarian from Northport-East Northport Public Library.

Multicultural Outreach Services And Information Committee



Upcoming Meeting Date: January 9, 2018, 9:30am at SCLS

Guest Speaker: Cheryl Keshner, Empire Justice Center & Long Island Language Advocates Coalition.

Questions about MOSAIC & upcoming meetings? Please email Amber Gagliardi: gagliardiamber@mcplibrary.org

Public Relations & Marketing

Jo-Ann Carhart, Joan Cook, and Sharron McDevitt



Video Production on a Shoestring

Emmy Award-nominated producer/director Steven Taub spoke at the East Islip Public Library on October 19, 2017. He shared tips he's learned from twenty years of professional experience, including his best methods to inexpensively create videos to promote library programs. The interactive event was well-attended; participants shared their experiences and learned lots of valuable information. Specific topics covered included planning the video, using music, conducting effective interviews, and marketing to ensure that your video is seen. Find the minutes here: <https://rasdpr.wordpress.com/minutes>



On Friday, November 17, 2017, at the SCLA Dinner at Brentwood Country Club, the Fourth Annual **Suffolk Library Marketing Awards** were presented. There were seven submissions from six libraries. Comsewogue received a certificate for its Better When I'm Reading 2017 Summer Reading Club Video Campaign submitted by Audrey Asaro. Smithtown received an Honorable Mention for its Love Letters to Your Library/Lucky to Have You Campaign submitted by Julie DeLaney. Sachem received an Honorable Mention for its Save with Your Library Card Campaign submitted by Laura Panter. Northport-East Northport received Third Place for its I Heart the Library Campaign submitted by Denise Campbell. Lindenhurst received Second Place for its Live-brary.com on Facebook Campaign submitted by Peter Ward. Mastic-Moriches-Shirley received First Place for its Hand Challenge – Build a Prosthetic Hand Campaign submitted by Sara Roye. Congratulations for great work to all!



Join us on **Thursday, January 18, 2018** for a **PR & Marketing Roundtable Discussion** at SCLS! We will view firsthand the marketing campaigns that were submitted for the 2017 Suffolk Library Marketing Award (SLMA). A roundtable discussion and presentation of this year's winners will begin at 10:00 a.m. (coffee will be served at 9:30 a.m). If time remains we will review the ALA John Cotton Dana Award winners to learn how marketing is being done throughout the country. All are welcome! For more information, please contact Jo-Ann Carhart at jcarhart@eipl.org

RASD

BECOME A MEMBER!

Proudly Celebrating 35 Years!

Membership:

What's in it for me?

<http://scla.net/rasd-main/membership/>

Long Island History

Inez Foster

The Long Island History committee aims to promote an awareness of the scope of historic resources available in public libraries, archives, museums, colleges, and universities for the study of Long Island's history and to explore the ways in which these resources can be employed in the library environment.

Our next meeting will be will our **Annual History Programmers Showcase**, which will take place on **Thursday, April 19, 2018**, at SCLS. Refreshments will be served at 9:30 a.m., followed by the speakers at 10:00 a.m.. The presenters will be available from 9:30 a.m. - 12:30 p.m. for the attendees to ask questions. We hope you can join us for this special event!

Electronic Resources

David Jones

The Electronic Resources Committee met on December 14, 2017. Julie Whalen of Lynda.com gave a demonstration of their online learning courses and discussed how to promote them effectively. Jennifer Bollerman of Patchogue-Medford Library demonstrated Career Online High School. Open to all adults in Suffolk County, **Career Online High School** offers the opportunity to earn an accredited high school diploma and career certification online.

New Adults

Ellen Hobson

On November 20, 2017, Jessica Oelcher shared some of her past success with programs. She aims to create programs with a wide, cross-generational appeal using little to no money. One successful program, Bad Art Night, involved cleaning out the craft closet and then challenging patrons to come up with the worst art project possible within forty minutes. She concluded the project by handing out ballots for voting for the worst of the worst. All of the projects were displayed in the library case for the next couple of weeks.

Another example, Green Screen Photos, makes use of the system's green-screen technology (which we can borrow for free!). She took photos of patrons with different backgrounds. This can be done for many things, including Valentine's Day, holiday cards, and headshots for LinkedIn. She then emails the photos to patrons and prints out one for each patron to take home.

Programs

Rose Marut

RASD will look to partner with NCLA again in 2018 on a program for the Long Island Library Conference on the **Future of Reference Services**. Should the LILC Committee approve this presentation, the presenters will include Ellen Firer, Director of Merrick Library; Trina Reed, Director of Levittown Library; and Caroline Ashby, Assistant Director of Nassau Library System. The presentation will discuss the member library directors' Reinvention Committee and its surveys, roundtables, conclusions, and recommendations.

2017 RASD Executive Board

Officers

Lauren Scottaline, *President*
Candace Hope, *Vice President*
Stephen Ingram, *Past President*
Katie McIntyre, *Secretary*
Maureen Nicolazzi, *Treasurer*

Committee Chairs

- *CARE*, Nicole Berroyer
- *Electronic Resources*, David Jones
- *Health Concerns*, Sal Filosa
- *Historian*, Robert Cognato
- *Long Island History*, Inez Foster
- *Long Island Reads*, Beth Gates
- *MOSAIC*, Amber Gagliardi
- *Media*, Timothy Sicurella
- *Member-at-Large*, Ruby Marchetti
- *Membership*, Jessica Newmark
- *New Adults*, Mike Buono & Lissetty Thomas
- *OARS*, Cindy Miller
- *PR & Marketing*, Jo-Ann Carhart, Joan Cook, & Sharron McDevitt
- *Programs*, Rose Marut
- *Ramblings*, Wendy Polhemus-Annibell
- *Readers Advisory*, Azuree Agnello
- *Webmaster*, Wonda Miller

RASD

Reference and Adult Services Division
A DIVISION OF THE SUFFOLK COUNTY LIBRARY ASSOCIATION

Mission Statement

To unite in one division all those who are interested in any phase of reference and adult services. To give those having responsibility for the above services an opportunity to exchange information, develop techniques, and improve their professional experience. To have representation on the Board of Directors of the Suffolk County Library System.

Find Us on the Web!

Website: <http://scla.net/rasd-main/>

Facebook:

<https://www.facebook.com/Reference-and-Adult-Services-Division-300290602542/>

Become a Member!

Membership Benefits:

<http://scla.net/rasd-main/membership/>

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