

RASD

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

April 2015

President's Message

Welcome SPRING! April Showers brings not only May flowers but also National Library Week, most public library budget votes and our own Long Island Library Conference! Hurry you only have until April 30th to register online for the LILC being held on May 7th! Check out the conference details and register at <https://longislandlibraryconference.wordpress.com/>

Don't miss these programs sponsored by RASD:

Assisting Job Seekers on the Front Line, (Co sponsored with NCLA)

Self- Published Books in Libraries: A Way Forward

A Fair to Remember (Learn Best Practices and Techniques for Hosting a Fair at your Public Library)

I also want to remind all members to please vote for the RASD Constitution changes – Voting is online and closes May 2.

Our election for the 2016 RASD board will also be an online vote this year – notices will be sent out on the listserv to notify you when the voting will begin.

Please save the date for the RASD Annual Dinner – Wednesday, September 30 at the Gallo Restaurant in Patchogue!

Thank You ~ Megan Sala-James

PS. Like us on Facebook!

RASD Public Relations and Marketing Committee

I am extremely energized about the PR Committee. Joan Cook has agreed to become Co-Chair of the committee. She will offer fresh ideas along with her graphic design skills, both of which will be a boost for the committee.

Upcoming Events:

June 11th – Half Hollow Hills Community Library, at 10:00 a.m., (coffee at 9:30)

Mitch Tobol from the New York State Department of Urban Development will give a workshop on Search Engine Optimization. If you look at your web site analytics, you will notice that many of the hits come to your web site through search engines, so it is important to know how to optimize the chances of patrons finding you through a search engine query.

September 15th – Deadline for applications for the 2nd Annual Suffolk Library Marketing Award (SLMA)

Be sure to enter. You will find a downloadable application on the PR & Marketing Committee section of the RASD web page.

September 29th – SCLS, at 10:00 a.m., (coffee at 9:30)

A roundtable discussion on the best program/marketing campaign your library did in 2013/14.

Jo-Ann Carhart

New Adult Committee

On March 23, 2015 the YASD and NAC of RASD held a joint meeting at SCLS. The meeting's topic was transitioning from Young to New Adult, and how librarians in the Teen and Adult Reference Departments may best serve this group of patrons. Those in attendance received a "Graduation Packet" to be used as ready reference; the packets contain a variety of information, including but not limited to, how to balance a checkbook, apply for financial aid, patent an invention and start one's own business. The hope for these packets is that they will remain living documents that will be updated to maintain relevancy, and added to so as to remain current. All are encouraged to review and utilize the [Graduation Packets \(available for download here \)](#); please contact NAC Chair/YASD 2015 President Michael Buono (mbuono@pmlib.org) to suggest additions or changes.

On April 20, the New Adult Committee of RASD held a meeting on new adult-friendly programs and programmers; please contact Chair Michael Buono (mbuono@pmlib.org) for access to a list of programmers that have been successfully used in Suffolk County libraries.

Michael Buono

Health Concerns

The Health Concerns Committee met on March 25th to discuss our topic for 2015. This year we will be working on an annotated bibliography on Post Traumatic Stress Disorder. The workshop will be held on Wednesday October 28th at SCLS in the auditorium at 10:00 am. Our Annual RASD Breakfast and Meeting will be held at 9:00 am. Please join us for an informative discussion which covers all age groups and many situations of which we may not be aware. Look for further information after summer.

Rona Dressler