

Ramblings

The
Newsletter
of

RASD

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

SPRING 2018

In This Issue

➤ **President's Message**

➤ **Committee News**

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

- ✓ *Public Relations & Marketing*
- ✓ *Long Island History*
- ✓ *MOSAIC*
- ✓ *Electronic Resources*

President's Message

Candace Hope

Hello and thank you for reading this issue of *Ramblings*! I hope something in this newsletter piques your interest and you will be able to attend a meeting or event sponsored by one of our eleven committees this year. This year is already off to a great start.

If you will be at this year's Long Island Library Conference, we are sponsoring four programs: The Future of Reference Services, Enhancing Health Literacy, Bookface: Creating Engaging Content for Social Media, and Success with Social Work Interns in Your Library. Be sure to stop by our table and say hello during the breaks!

We have begun planning for our annual luncheon on Tuesday, October 2 (date subject to change) and will send out registration information in the upcoming months.

Committee News

Long Island Reads

Beth Gates



The 2018 Long Island Reads author, Mike Massimino, will be speaking at the Patchogue Theatre for the Performing Arts (across the street from the Patchogue-Medford Library) on Sunday, April 15. Tickets are required but free, and are now available at www.longislandreads.org. Libraries across Suffolk and Nassau will be discussing his autobiography, *Spaceman*, throughout the month of April.

Contact Beth Gates, the Suffolk chair, with any questions at beth@myrml.org

Reader's Advisory

Azuree Agnello

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.

Media

Tim Sicurella

The next Media Committee meeting will take place on **Tuesday, April 10, 2018, 10:00 a.m. - 12:00 p.m., at Suffolk Cooperative Library System**. Coffee and networking begin at 9:30 a.m. The topic of discussion will be **Cataloging Media Concerns**. We'll talk about all kinds of media issues: DVDs and Blu-ray combos, audiobooks, vinyl, TV series, box sets, videogames, bib records, and so much more! If you're involved with copy cataloging, original cataloging, processing, or troubleshooting your library's media collection, don't miss out on this roundtable discussion. Have an issue with a new media collection at your library? This is a great opportunity to talk it out with other libraries that might be dealing with the same problems.

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

Health Concerns

Sal Filosa

Health Concerns Committee

Reference and Adult Services Division of SCLA



In partnership with Health Science Librarians at Stony Brook University, we hosted our final of three workshops on TOXNET. Funding for the workshops was awarded through the Health Information Awareness Award by the National Library of Medicine (NLM), National Institutes of Health (NIH). *Did you miss these workshops and want to learn? We will be creating and sharing training videos for all three databases, MedlinePlus, Genetics Home*

Reference and TOXNET. More info to come!

Our abstract for this series of workshops was accepted for presentation as a paper at MLA '18, to be held on May 18–23, 2018, in Atlanta, Georgia. It will be presented during the Public Librarians Symposium portion of the conference. Jessica Koos of Stony Brook University Health Sciences Library will be presenting, and Health Concerns Committee Chairperson Sal Filosa will be present at the symposium for further training on health resources.

Our program for the Long Island Library Conference “Enhancing Health Literacy: The Essential Role of Libraries and Librarians” was accepted and will be held on Thursday, May 3, 2018, from 9:00 AM to 10:00 AM in the Roosevelt Room.

Health literacy is a precursor to health and is increasingly being viewed through a public health lens with a focus of health promotion and empowerment. Health literacy has been defined as the “degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.” Health literacy skills are dependent on individual and systemic factors. Partnerships to promote health literacy across professions, organizations, and sectors are essential to help address the 88 percent of American adults with health literacy limitations. Access to clear, actionable information is vital for effective individual health management. Libraries and librarians are essential, trusted community partners that can provide resources to help minimize the gap that exists between individual skills and abilities and the increasing demands and complexities of healthcare organizations. We hope to see you there!

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

Suffolk Libraries CARE (Career and Resource Exchange)

Nicole Berroyer

CARE is pleased to announce the launch of our **new website!** Check it out at <http://scla.net/rasd/care/>. If there is any information you would like us to add or update, please email nicole@connetquotlibrary.org.

Upcoming Event: On **Thursday, May 17, 2018**, at the Suffolk County Library System, John Keating from Strategic Staffing will speak about **employment coaching for people with disabilities**. Strategic Staffing works directly with people with disabilities, as well as helping parents find suitable employment options for their young adult children with disabilities. Strategic Staffing offers one-on-one counseling, full-day workshops, and online webinars. Please join us for coffee at 2:00 p.m.; the presentation starts at 2:30 p.m.

Suffolk Libraries CARE is a committee of the Reference and Adult Services Division of the Suffolk County Library Association. The mission of the CARE committee is to share career information resources and services and promote career development within public libraries. We seek to establish a professional voice that will represent the career needs and interests of libraries and their communities.

We encourage librarians to join CARE. You do not have to have a Career Center or a Career Counselor in your library to join. The only requirement for membership is an interest in sharing career information and resources.

Public Relations & Marketing

Jo-Ann Carhart, Joan Cook, and Sharron McDevitt

Be sure not to miss the program the PR Committee is sponsoring at the Long Island Library Conference on May 3, 2018: **Bookface & Beyond: Creating Engaging Content for Social Media!** Libraries often struggle to provide consistent, captivating content for our social media platforms. Learn how to draw in new followers and keep them engaged. This presentation will cover marketing strategies, sample ideas, paid ads, and more!

Speakers: Nick Tanzi, Mastics-Moriches-Shirley Community Library, and Sara Roye, Public Relations Specialist, Mastic-Moriches-Shirley Community Library.

This is how the *New York Times* describes Bookface: "Bookface involves strategically lining up your face or another body part alongside a book cover that features a matching body part so that there appears a melding of life and art. Librarians and other book lovers post these photos weekly on visual apps like Instagram, using the caption #BookfaceFriday. The mini-trend is giving a boost to the digital presence of institutions that are, by definition, purveyors of analog information."

Also, you may enjoy reading this *Newsday* article about using video as a marketing tool: <https://www.newsday.com/business/facebook-live-video-marketing-1.16924991>

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 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!

MOSAIC: Multicultural Outreach & Information Committee

Amber Gagliardi & Michelle Athanas

Multicultural Outreach Services
And Information Committee



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

Electronic Resources

David Jones

On Thursday, June 7, 2018, the Electronic Resources Committee will host a webinar at SCLS titled **Library 2.018: Blockchain Applied: Impact on the Information Profession**. The webinar will discuss the possible use of Blockchains in Libraries. The backbone of cryptocurrencies such as bitcoin, a blockchain is a continuously growing list of records that are linked and secured using cryptography. By design, a blockchain is inherently resistant to modification of the data.

The idea for using blockchain technology in libraries came after hearing a presentation on Learning Is Earning in the national learning economy by Jane McGonigal, Institute for the Future, at the SXSW conference. The presentation fueled a plan for libraries to validate the academic and professional development credentials of individuals in a permanent electronic ledger that could have global access to their records, eliminating the need for individuals to keep track of and submit individual copies of transcripts, certificates, badges, and other credentials. An investigation revealed that libraries might be able to use blockchain technology to accomplish more than housing electronic credentials. The webinar begins at 3:00 pm.

2018 RASD Executive Board

Officers

Candace Hope, *President*
Alex Blend, *Vice President*
Lauren Scottaline, *Past President*
Rachel Cecchini, *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
- *Members-at-Large*, Sara Fade, Laurel Scalera & 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>

Facebook: <https://www.facebook.com/rasd.scla>

Become a Member!

Membership Benefits:

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

*Ramblings, the official newsletter of the Reference & Adult Services Division of the Suffolk County Library Association, is published quarterly. Contents © 2018 RASD of SCLA. All rights reserved.
Issue Editor: Wendy Polhemus-Annibell*