



Ramblings Newsletter

REFERENCE & ADULT SERVICES DIVISION

A DIVISION OF THE SUFFOLK COUNTY LIBRARY ASSOCIATION

SPRING 2019

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President's Message

Alex Blend

Hello and happy spring! Thank you for reading this issue of *Ramblings*.

Hopefully you will all get a chance to attend the Long Island Library Conference this year on Thursday, May 9. This year we are sponsoring four programs: ***How to Implement Things When People Hate Change, Hacked!, Shining a Light: Support for Aging Patrons, and Data, Privacy, and Risk***. I'd like to thank all of our wonderful committee members for putting together such a great lineup of programs this year and for making sure RASD continues to be well represented at the conference.

Please save the date for our **Annual Luncheon** to be held on **Wednesday, October 2, 2019**, at 1:30 pm at Karver's Grille in Holbrook. Details and registration information will follow in the coming months!

Health Concerns

Sal Filosa & Sara Fade

Health Concerns Committee

Reference and Adult Services Division of SCLA



We are excited to announce a partnership with RASD's OARS Committee for a program that will be featured at the upcoming Long Island Library Conference. We hope to see you there!

Shining a Light: Support for Aging Patrons
Thursday, May 9, 2109 at the Melville Marriott
9:00 a.m. to 10:00 a.m. in the Vanderbilt Room

Aging patrons almost universally want to stay in their own homes, so how can libraries successfully support aging in place? Topics will include the graying of Long Island, who is the aging patron?, what is "aging in place"?, and what is the library's role with aging patrons? Programming topics to be explored include implementing universal design at home, how library tech training for seniors supports independent living, and identifying community services and programs for aging at home. **Guest Speaker Gloria Lebeaux**, LCSW, is Director of Social Work Services at the Barry and Florence Friedberg Jewish Community Center.

Interested in the health of your community and the proper tools needed to keep your community healthily informed? Our next meeting will be in May so we can decide on a topic for our Annual Breakfast. All SCLA members are welcome to join! Contact Sal Filosa at sfilosa@portjefflibrary.org.

Long Island Reads

Beth Gates



LONG ISLAND READS
One Island—One Book

The 2019 Long Island Reads author event was a smashing success! Meg Wolitzer appeared at the Plainview-Old Bethpage Library on April 7 to speak about her book *The Female Persuasion* and to kick off National Library Week.

The next Long Island Reads meeting will be held at SCLS on June 5, 2019. We will create our long list of books for consideration for the **2020 Long Island Reads** pick. New members are always welcomed, and this is a great time to join this fun committee of

librarians from Suffolk and Nassau counties. Contact Beth Gates, the Suffolk chair, with any questions at beth@myrml.org.

MOSAIC

Amber Gagliardi & Michelle Athanas

Mark your calendars! MOSAIC has scheduled its **Annual Breakfast** for **June 11, 2019** from 9:30 a.m. to 12:00 p.m. at the Middle Country Public Library Centereach location. This year we are pleased to have speaker **Annelies Kamran, Ph.D.**, who will present a brief overview of the history, politics, economics, and culture of some of the largest new immigrant communities on Long Island. This is a great opportunity to begin developing cultural competencies in interacting with and serving our diverse society.

MOSAIC

Multicultural Outreach Services
And Information Committee



A Division of the Suffolk County Library Association RASD

Join us for MOSAIC's

ANNUAL BREAKFAST

Middle Country Public Library 101 Eastwood Blvd, Centereach NY 11720
Tuesday, June 11, 2019 ✨ **9:30am-12:00pm**

Cultural Competency Workshop

Our guest speaker, Annelies Kamran, PhD, will present a brief tour of the history, politics, economics, and culture of some of the largest new immigrant communities on Long Island. This is a great opportunity to begin developing cultural competency in interacting with and serving our diverse society.

ABOUT OUR SPEAKER



Dr. Annelies Kamran is the founder and president of GeoLyceum, LLC, an international studies education and consulting firm with the mission of contributing to international peace and prosperity by providing research-based courses, publications, and consulting services that increase global understanding, illuminate opportunities for cooperation, and assist in the resolution of conflict. She holds a B.A. in political science and M.A. in international relations and international communications from Boston University, an M.B.A. from Dowling College, and a Ph.D. in political science from the Graduate School and University Center at the City University of New York.

Free for SCLA Members, \$10.00 fee for non-members

Please make checks payable to NYLA/SCLA

Register at <https://tinyurl.com/MOSAICBREAKFAST2019> or contact Amber Gagliardi, gagliardiamber@mcplibrary.org • 631-585-9393 ext. 274 Michelle Athanas, michelle.athanas@nenpl.org • 631-261-2313 ext. 210

Media

Tim Sicurella & Nicole Rambo

We are excited to announce that on Wednesday, June 18, at SCLS, representatives from the **POV documentary series by PBS** will be speaking with us about their community engagement network. Come find out how you can host POV screenings at your library. Networking and coffee at 9:30 a.m., meeting at 10:00 a.m. Please register here: <https://forms.gle/Dh1FG6rERz6vU86dA>. Any questions, please email Tim Sicurella at Tsicurella@sayvillelibrary.org.

New Adults

Rachel Cecchini

At our February meeting, we discussed Meetup.com and how we as librarians can utilize it as an effective marketing tool. If your library is not on Meetup, check out how other libraries are using it to promote their programs; it's a fantastic site!

At our April meeting, the committee had graduate social work interns from the Stony Brook University School of Social Welfare come and speak about having social workers in libraries. If you are interested in having social work interns at your library, please email Rachel Cecchini for more information at rachelrcecchini@gmail.com.

We are excited to be partnering with the **Fandom Outreach Committee of SCLA** for our June meeting! This will take place on **Monday, June 17, 2019**, at SCLS. FOC and NAC will discuss how to run a successful comic con in your library and how to draw New Adults in to the library. Look out for the official flyer in May. And stay tuned for our Summer and Fall meeting dates!

Readers Advisory

Azurée Agnello

On April 25, we'll meet at SCLS to discuss **Modern Retellings, Reimaginings, and Adaptations of the Classics**. Coffee/tea at 9:30 a.m., meeting begins at 10 a.m. If you're interested in joining our committee, please email aagnello@wbpl.us for more information. Don't forget to check out our blog at <http://rasdreadersadvisory.blogspot.com/> to read our reviews.

Webmaster

Wonda Miller



Don't forget to check our newly updated website for upcoming professional development opportunities and resources!

<http://scla.net/rasd/>

Membership

Jessicca Newmark

For any questions regarding RASD membership or issues with posting to the SCLA listserv, please contact Jessicca Newmark at jnewmark@smithlib.org.

Programs

Lauren Scottaline

RASD is thrilled to announce our joint LILC program with NCLA RASD: ***How to Implement Things When People Hate Change***. Speaker Jason Griffey will help anyone looking to break the logic of "we've always done it this way," and look to create change positively, allowing staff/colleagues to buy into the new. The program will be held during Session 1 from 9:00 a.m. to 10:00 a.m. in Salons 1 - 3.

Electronic Resources

David Jones

**RASD Electronic Resources Committee
Privacy Discussion!**
Tuesday, April 30 12 PM @ SCLS

Join the Electronic Resources committee for a "Lunch and discussion" with David Carroll.

The discussion will include topics covered in his earlier program, **David Carroll vs Cambridge Analytica**, along with the importance of patron privacy and how libraries can help the public with this increasingly complicated task

David Carroll, an associate professor at Parsons School of Design in New York, is suing Cambridge Analytica for a complete summary of his personal data the company harvested from Facebook.com through the use of third-party apps and APIs.

Contact Dave Jones with any questions at dave@westhamptonlibrary.org.

To Kick off ALA's "Choose Privacy Week," the next **Electronic Resources Committee meeting** will be held on **Tuesday, April 30** at 12:00 p.m. Beginning after SCLS's David Carroll vs. Cambridge Analytica program, we will hold a **Lunch & Privacy Discussion with Mr. Carroll**. The discussion will include topics covered in his earlier program along with a conversation of the importance of patron privacy and how libraries can help the public with this increasingly complicated task. David Carroll, an associate professor at the Parsons School of Design in New York, is suing

Cambridge Analytica for a complete summary of his personal data that the company harvested from Facebook through the use of third-party apps and APIs.

Click [here](#) to view the program flyer. Contact Dave Jones with any questions or suggestions at dave@westhamptonlibrary.org.

Public Relations & Marketing

Jo-Ann Carhart, Joan Cook, and Sharron McDevitt



Jody Fisher, Vice President of Public Relations at Austin Williams, and local librarians share marketing tips and ideas

Challenge Accepted!

We asked you to bring your toughest marketing or publicity problems to the PR & Marketing Clinic, and Jody Fisher, Vice President of Public Relations at Austin Williams in Hauppauge, was there to take them on.

On Thursday, March 14, local librarians and staff members gathered at the East Islip Public Library to share their marketing concerns and pick up some handy tips. After a short presentation by Mr. Fisher, those in attendance shared programs, services, and events that they've produced in the past or seek to present in the future. Mr. Fisher led the group and offered advice on how to maximize their publicity efforts.

Some tips on promoting a successful library program or service include: telling your own unique story, posting engaging videos on YouTube, partnering with a local business, and using programs to collect information from the audience. A complete list of suggestions and ideas can be found on the RASD website at rasdpr.wordpress.com



There's still time to apply for the 2019 SLMA!

We know you're busy promoting great programs and services at your library, so don't forget to apply for the 2019 SLMA Award, too! The **Suffolk Libraries Marketing Award** recognizes the best public relations marketing campaign done by a public or academic library in Suffolk County. Awards are judged by professionals in the field and the winner is announced at the Annual SCLA Dinner. Previous first-prize winners

include the **John Jermain Memorial Library**, **Mastic-Moriches-Shirley Community Library**, and **Port Jefferson Free Library**. Check out past campaigns and download an application at rasdpr.wordpress.com The deadline to apply is September 15, 2019.

PR & Marketing Webinar



Bring your marketing ideas and join us on **Thursday, June 6, 2019** to watch snippets of a **Marketing for Libraries** Graduate Seminar focusing on advertising, publicity, outreach, and measuring results. Afterwards we'll discuss ideas and share examples of what we have done in our libraries. Coffee at 9:30 a.m. Meeting from 10:00 a.m. to 12:00 pm. Location: SCLS Blue Room. **This event is free and all are welcome!**

2019 RASD Executive Board

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- Long Island History, Inez Foster & Emily Guerrero
- Long Island Reads, Beth Gates
- MOSAIC, Amber Gagliardi & Michelle Athanas
- Media, Timothy Sicurella & Nicole Rambo
- Members-at-Large, Laurie Aitken
- Membership, Jessicca Newmark
- New Adults, Rachel Cecchini
- OARS, Cindy Miller
- PR & Marketing, Jo-Ann Carhart, Joan Cook, & Sharron McDevitt
- Programs, Lauren Scottaline
- Ramblings, Wendy Polhemus-Annibell
- Readers Advisory, Azuree Agnello
- Webmaster, Wonda Miller

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>

RASD

BECOME A MEMBER!

Proudly Celebrating 37 Years!

Membership Benefits:

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

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