



# REFERENCE & ADULT SERVICES DIVISION

A DIVISION OF THE SUFFOLK COUNTY LIBRARY ASSOCIATION

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## President's Message

Hi, everyone! This is my fourth year on the RASD Executive Board and I'm excited to be this year's President. I'm looking forward to working with the Board, and fellow reference librarians, in this capacity.

If there is anything that the last twelve months have shown us, it's how much patrons count on their local library and how much our services matter. Think about how many times you assisted someone with finding employment resources or how many times you helped someone navigate the vaccination appointment websites. Instances most of us never thought would become a reality in our careers as information professionals became daily occurrences. It has been a long year filled with trials and tribulations. It is all worth it when a patron says, "Thank you for being here. I've missed my library."

One of our goals for 2021 is to broaden our appeal to members—current and perspective. The Board is working on expanding our outreach efforts to information professionals as well as rebranding our committees. The RASD Board is diligently working to provide an array of virtual services and resources for reference librarians. Our website contains information about upcoming meetings and resources that librarians can utilize. Check out everything we have to offer at [www.scla.net/rasd](http://www.scla.net/rasd).

*Rachel Cecchini - Teen Reference Librarian  
The Smithtown Library - Commack Building*

## Outreach

Congratulations to the **Middle Country Public Library** for receiving the first annual Suffolk Library Excellence in Outreach Award!

The Suffolk Library Excellence in Outreach Award recognizes exceptional achievement in library outreach services in Suffolk County, a commission of the Outreach Committee of the Reference and Adult Services Division of the Suffolk County Library Association, a Regional Chapter of the New York Library Association.

### **Honorable Mentions:**

The Comsewogue Public Library  
The Longwood Public Library  
The Patchogue-Medford Library  
The Sachem Public Library  
The Sayville Library



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## Public Relations & Marketing

More and more throughout this pandemic we have been tasked with promoting new services, lesser-used services, and to increase awareness of tried-and-true services and programs. The PR & Marketing Committee is aware of that and we are working on scheduling useful workshops and programs for the rest of 2021. Once we have dates and times, we will post them to the RASD website, SCLA Listserv and the Marketing Forum on the SCLS Gateway. In the meantime, take a look at the great ideas submitted for the 2020 SLMA Award:

Congratulations to **Sachem Public Library** for coming in the **First Place** for their Winter Wonderland: Garden of Lights campaign submitted by Chris DeCristofaro, **Second Place Northport-East Northport Library** for Ink Stories: Symbols of Service submitted by Kathryn Heaviside, **Third Place Connetquot Public Library** for PPE 3D Printed by the Learning Commons submitted by Nicole Parisi Eberle, and **Honorable Mention Smithtown Library** for their Curbside Pickup Video submitted by Gina Ferreira.

We were happy to virtually feature the winners and participants in the committee's 2020 SLMA Award in a virtual presentation ceremony and roundtable discussion on 2/25/21. You can find the slides from the roundtable on the committee's blog:

[https://rasdpr.files.wordpress.com/2021/02/2021\\_roundtable\\_presentation.pdf](https://rasdpr.files.wordpress.com/2021/02/2021_roundtable_presentation.pdf)

Applications and materials submitted for 2020 SLMA campaigns, as well as previous years, can be found on the RASD PR & Marketing website. Be sure to apply for the 2021 award. The deadline is October 15, 2021. An application may be downloaded at:

<https://rasdpr.wordpress.com/smla/>

# Professional Development Series with SCLA

## ONLINE RESOURCES FOR SMALL BUSINESSES

Come and learn about online resources that librarians can use to support local businesses. Presented by Alex Blend from the Miller Business Center of the Middle Country Public Library.

**THURSDAY, MAY 6, 2021  
3:00-4:00PM**

## SO YOU WANT TO JOIN A PROFESSIONAL COMMITTEE

Partnering with the Children's Librarians Association of Suffolk County (CLASC) and the Young Adult Services Division of Suffolk County (YASD), RASD President, Rachel Cecchini, will participate in a panel discussion of navigating professional committees. Come find out how to join, what to expect and much more!

**TUESDAY, MAY 11, 2021  
2:30-3:30PM**

## PATHWAYS FOR AT RISK ADULTS: LITERACY, EDUCATION AND CAREER TRAINING PROGRAMS

Eastern Suffolk BOCES provides services from birth through adulthood. In this workshop, learn how Eastern Suffolk BOCES can provide a variety of workshops for the patrons of your community for a nominal fee. Learn about programs that include Early Intervention, Special Education programs for pre-k-12th grade, Secondary Career and Technical Education Programs, Adult Literacy and Career and Technical Education, and Summer Enrichment Programs for Middle School students. We also offer workshops that can be designed based on specific needs of your community that include Teaching Reading to Your Child, Preparing for a Change of Career, and Helping your Disabled Family Member Navigate their Education. This workshop will be interactive and provide librarians with a wealth of new information.

**TUESDAY, MAY 18, 2021  
2:00-3:00PM**

## BE OUR GUEST AT THE DESK: DELIVERING FIVE-DIAMOND CUSTOMER SERVICE IN LIBRARIES

When it comes to customer service, libraries are not all that different from the hospitality industry. Join Outreach Librarian Alicia Collumbell and Assistant Director Wendy Bennett for this fun and interactive talk on delivering top-notch customer service, utilizing techniques borrowed from the hotel industry. Learn how to apply these tools to your everyday interactions, along with tips on navigating delicate situations for when patrons do not come to you at their best.

**TUESDAY, MAY 18, 2021  
10:00 -11:00AM**

REGISTER AT:  
[HTTPS://TINYURL.COM/RASDPROGRAMS](https://tinyurl.com/rasdprograms)

Join us via

EMAIL QUESTIONS TO:  
[RASDOFSCLA1939@GMAIL.COM](mailto:RASDOFSCLA1939@GMAIL.COM)



REFERENCE & ADULT SERVICES DIVISION  
A COMMITMENT TO EXCELLENCE

**VIRTUAL PROFESSIONAL DEVELOPMENT SERIES MAY 2021**

## 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.

## 2021 RASD Executive Board

**Rachel Cecchini**, *President*  
**Sal Filosa**, *Vice President/President Elect*  
**Emily Guerrero**, *Past President*  
**Rosa Todaro**, *Secretary*  
**Wendy Bennett**, *Treasurer*

## Committee Chairs

Nicole Berroyer, *Career and Business Reference Services*  
 Alex Blend, *Career and Business Reference Services Co-Chair*  
 Dave Jones, *Electronic Resources*  
 Sal Filosa, *Health Concerns*  
 Sara Fade, *Health Concerns Co-chair*  
 Robert Cognato, *Historian*  
 Caren Zatyk, *Long Island History*  
 Kelly Filippone, *Long Island History Co-Chair*  
 Mara Zonderman, *Long Island Reads*  
 Nicole Rambo, *Media*  
 Rachel Cecchini, *Media Co-Chair*  
 Laurie Aitken, *Member-at-Large*  
 Jessica Giannetti, *Member-at-Large*  
 Kelly Filippone, *Membership*  
 Amber Gagliardi, *M.O.S.A.I.C.*  
 Michelle Athanas, *M.O.S.A.I.C. Co-Chair*  
 Morgan Brett, *New Adults Co-Chair*  
 Alex Cranshaw, *New Adults Co-Chair*  
 Andrew Mihopoulos, *New Adults Co-Chair*  
 Adriana LoDolce, *Outreach Co-Chair*  
 Catherine Montazem, *Outreach Co-Chair*  
 Jo-Ann Carhart, *PR/Marketing Chair*  
 Joan Cook, *PR/Marketing Co-Chair*  
 Alicia Collumbell, *Programs*  
 Sean Walls, *Ramblings*  
 Azuree Agnello, *Reader's Advisory*  
 Wonda Miller, *Webmaster*

## Membership

RASD is comprised of a variety of committees that will enable you to better serve your patrons. These committees cover a broad scope of services ranging from media to reader's advisory. You will be sure to find a group that suits your interest!

Committees that you may want to become involved with include: C.A.R.E. (Care and Resource Exchange) Electronic Resources, Health Concerns, Long Island History, Long Island Reads, Media, M.O.S.A.I.C. (Multicultural Outreach Services and Information), New Adults, O.A.R.S. (Outreach, Activities, Resources, and Services), Public Relations and Marketing, Reader's Advisory, Ramblings (our newsletter), and Programs. For more information on these committees, click here for the brochure.

As of August 1, 2013, SCLA (Suffolk County Library Association) became a Regional Chapter of NYLA (New York Library Association). Whether you are joining for the first time or renewing your membership, be sure to consider becoming a member of RASD. (You do not have to be a member of NYLA to join the SCLA.) To become a member, please visit the online membership form provided through NYLA.

Find Us on the Web  
or Facebook!



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 Issue Editor: Sean Walls

Become a member!  
 Proudly celebrating 37 years!  
 Membership Benefits:  
<http://scla.net/rasd-main/membership>