



# REFERENCE & ADULT SERVICES DIVISION

A DIVISION OF THE SUFFOLK COUNTY LIBRARY ASSOCIATION

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## President's Message

I want to start off by thanking the 2021 RASD Board. Everyone was adaptable and eager to provide programs and services to our colleagues despite the obstacles that have been woven into our lives. I'm happy to conclude my RASD tenure with this particular board. Thank you for the opportunity to be president. And thank you for a wonderful four years on the board. Best of luck to our incoming officers!

Things were frequently changing this year, however, that didn't stop RASD from providing stellar programs and services. We hosted three programs for the Suffolk County Library Association Professional Development series in May, held virtual MOSAIC and Health Concerns Committee Breakfasts, and were able to host an in-person annual luncheon at the Bayport-Blue Point Public Library. It has been a great and productive year, regardless of the hurdles at every turn.

Whether you are a reference, children's, young adult, or technical services librarian RASD welcomes you! Our committees cover a plethora of topics pertaining to librarianship, and there is something for everyone. Be sure to check out everything we have to offer at [www.scla.net/rasd](http://www.scla.net/rasd). See you in 2022!

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

## **Career & Reference Services Committee**

On Thursday, October 21 members of the C&B Committee presented a webinar for Infobase titled Career Success Starts at the Public Library: How One Library System Supports Its Diverse Community.

Sal DiVincenzo (Business Reference Librarian at the Miller Business Center at Middle Country Public Library) began the presentation with an introduction to the C&B Committee's role in the library system and offered an overview of the Miller Business Center, which has resources for businesses, independent entrepreneurs, not-for-profit organizations, and individuals. Olivia Branigan (Career and Learning Center Librarian at Brentwood Public Library) presented on the career support offered by her library for the many non-English speaking members of the community. Edna Susman (Reference Librarian & Veterans Testimonial Project Director at Half Hollow Hills Library) discussed how the library supports veterans and what specific resources they offer veterans looking for jobs.

The webinar is archived and can be viewed at <https://bit.ly/3loEx4i>

The next committee meeting will be on Thursday, February 10 at 2:30 pm. The meeting will be held virtually with a speaker from La Fuerza CDC. La Fuerza CDC provides opportunities to low-income, minority, and women-owned small businesses by providing them with free services. They also provide free webinars and one-on-one counseling for small businesses and entrepreneurs who want to start their own business.

If you would like to join us for the meeting, please email [nicole@connetquotlibrary.org](mailto:nicole@connetquotlibrary.org) for the link.

## **Health Concerns Committee**

The Health Concerns Committee held our annual fall "Snack and Learn" program via Zoom on November 16 at 2pm. Ilene Corina of the PULSE Center for Patient Education and Advocacy presented the program "TakeCHARGE: 5 Steps to Safer Health Care".

SCLA members in attendance received a \$5 gift card to Dunkin' to purchase themselves a beverage and snack. The program was recorded and available to watch online at <https://tinyurl.com/2p8a6p84>. Please follow the steps to register to view the recording. We are looking to hold our next committee meeting in February and are open to all SCLA members who would like to join us. Please reach out to Salvatore Filosa at [sfilosa@portjefflibrary.org](mailto:sfilosa@portjefflibrary.org) or Stephanie DiChiara or [s.dichiara@sayvillelibrary.org](mailto:s.dichiara@sayvillelibrary.org) if you have any health related topics that you'd like discussed at a future meeting.

## Public Relations And Marketing

Hauppauge Public Library took home the first-place plaque and trophy for their jungle-themed Tails & Tales Summer Reading Club campaign. Sachem Public Library was awarded second place for their patron-engaging 31 Ways in 31 Days campaign, and third place went to Sayville Public Library for their local history-based Discover Sayville: A Scavenger Hunt campaign. Honorable mention was given to The Smithtown Library for their Discover Smithtown campaign that helped the library reach a new audience. We also extend our thanks to Alisa Fogel, Head of Programming at the Syosset Public Library. Roseanne Dorfman, Program Coordinator at the West Hempstead Public Library and Jaci Clement, CEO & Executive Director of the Fair Media Council, who volunteered their time to judge the entries. Visit our [website](#) to view the 2022 campaigns.



Congratulations to the Hauppauge Public Library!



Join us for a Suffolk Library Marketing Award Roundtable on January 20, 2022 via Zoom. An informal discussion and a review of the 2021 Suffolk Library Marketing Award entries will leave you inspired.

It's a wonderful time to meet with colleagues to discuss and share marketing ideas that you can bring to your library. To register for the session, please email Jo-Ann Carhart at [jcarhart@optonline.net](mailto:jcarhart@optonline.net)

Minutes from previous meetings can be found [here](#).

## Public Relations And Marketing

Congratulations to the 2021 SLMA Winners! The Public Relations & Marketing committee presented the 2021 annual SLMA (Suffolk Library Marketing Award) at the SCLA dinner in October. This award recognizes the best public relations campaign done by a public or academic library in Suffolk County.

It's never too early to start planning for the 2022 Suffolk Library Marketing Award. Winners take home the SLMA trophy and plaque. The Suffolk Library Marketing Award recognizes the Best Public Relations Marketing Campaign by a Public or Academic Library in Suffolk County. An easy to complete application is available to download [here](#).



## Outreach



L-R: Olivia Branigan, Brentwood Public Library; Xibe Solis, Assistant Director, Brentwood Public Library; Catherine Montazem, RASD Outreach Committee Co-Chair; Adriana LoDolce, RASD Outreach Committee Co-Chair; Rachel Cecchini, RASD President)

Congratulations to the Brentwood Public Library for receiving the second annual Suffolk Library Excellence in Outreach Award. The 2021 SLEOA 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.

## 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 Officers

Rachel Cecchini, President  
 Sal Filosa, Vice President/President Elect  
 Emily Guerrero, Past President  
 Rosa Todaro, Secretary  
 Wendy Bennett, Treasurer  
 Nicole Berroyer, Career and Business Reference Services  
 Alex Blend, C & B Reference Services Co-Chair  
 Dave Jones, Electronic Resources  
 Sal Filosa, Health Concerns  
 Stephanie DiChiara, Health Concerns Co-chair  
 Robert Cognato, Historian  
 Caren Zatyk, Local History  
 Kelly Filippone, Local 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 Mihopulos, 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: Career and Business Reference Services (C & B), Electronic Resources, Health Concerns, Local History, Long Island Reads, Media, M.O.S.A.I.C. (Multicultural Outreach Services and Information), New Adults, Outreach, Public Relations and Marketing, Reader's Advisory, *Ramblings* (this newsletter), and Programs. For more information on these committees, [click here](#).

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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Become a member!  
 Proudly celebrating  
 37 years!  
 Membership Benefits: