

NEW JERSEY CHAPTER SPECIAL LIBRARIES ASSOCIATION Bulletin



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Bulletin Information

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President's Message – And the Survey Said... *Liz Arnold*



Thank you to all of the NJ SLA members who completed the membership survey, and provided thoughtful comments and suggestions. We had a 29.5% response rate, and I'd like to share some of the highlights:

- 22.5% of the respondents have been SLA members for 6-10 years
- 26.5% of the respondents are members of both the Princeton-Trenton and the NJ Chapters
- 70.9% obtain information about our Chapter from the discussion list
- 66.7% like to read about our programs in the Bulletin
- 61.5% read the member news portion of the Bulletin (so let us know about job changes and career moves!)
- The two top sections of our web site are the calendar of events and (no surprise) job listings
- 44% responded that \$30.00 was the maximum they would pay for a Chapter event
- 49.4% would like to see events take place in Morris County; 41.6% in Middlesex County
- 87% prefer that events take place weeknights after 5:50
- Topic is the deciding factor as to whether you choose to attend an event or not
- Just about all topics are of interest to members – the top choices were professional development, technology, well-known speakers in the field, and best practices

The detailed comments made will be very helpful in improving our programs and developing a strategic plan for NJ SLA. As a result of the survey we'll make an effort to put together a yearly calendar of events to help you in planning. One person suggested developing a community of practice to share information or network virtually. SLA has made this a reality at <http://cop.sla.org/COP/>. The Board will take a look at how this new technology can help us reach out to our members and connect our geographically dispersed chapter.

Continued on p.2

President's Message continued

Comments about programming indicate that people like the idea of neighborhood networking events (we're planning one in Paramus on May 4 and one in Hoboken in late May/early June) and joint meetings with other organizations. There were some great ideas for specific programs (ROI, XML, marketing, career development/alternative careers), which will be very helpful for next year's Programming Committee. Several people expressed a need for a mentoring program and reaching out to students.

A lot of food for thought... and a lot of opportunities for members to volunteer. Being on the Programming Committee, offering to host a neighborhood networking event, attending a SCILS session to meet with the students, volunteering to mentor a fellow information professional – these are all ways you can become involved in NJ SLA without making a significant time commitment. If you're interested in developing your leadership skills there will be a number of committee positions opening up as committee chairs move on to other responsibilities. Contact me at elizabeth_arnold@merck.com or Jeannine Creazzo at jcreazzo@saintpetersuh.com if you'd like more information.

Our Annual Business Meeting will take place on May 17th at the Rutgers Club in New Brunswick. Join us for a buffet dinner, followed by the election of the 2004/2005 officers and Chapter awards. As a special bonus this year, our Annual Business Meeting will be followed by presentations from SCILS students in the SCILS Faculty Lounge. See the latest in technology, and have an opportunity to network with our student members. If you're coming to the Annual Meeting in Nashville, be sure to come to the Mid-Atlantic Chapters Reception on Monday, June 7th. See the Online Conference Planner for details:

<http://www.sla.org/nashville2004/plannerintro.cfm>

It's hard to believe that I'm rapidly approaching the end of my term as President of your Chapter. I've had the opportunity to meet a lot of new people and work with a fabulous team of Board and committee members. It's been a fun ride!

Liz Arnold

p.s. If you have any comments or suggestions, please contact me at elizabeth_arnold@merck.com. Also, check out the Chapter website at <http://www.sla.org/chapter/cnj/>.

When was the last time you added something to your resume?

Interested in a FREE dinner?

Join the Programming Committee!!

As a member of the committee you will:

- Sharpen your event planning skills!
- Work with a fellow chapter member on one of our chapter dinner meetings!
- Be able to add this chapter involvement to your resume!
- Attend a dinner meeting for free!
- Meet other chapter members!



The programming committee will meet once together during the summer of 2004. All other correspondence is done via email and telephone so you do not have to worry about traveling to different meeting locations.

Please email Jeannine Creazzo at jcreazzo@saintpetersuh.com if you have any questions and/or to sign up for the committee.

THE FORCES OF CHANGE

Condensed from "This Isn't the Company I Joined - How to Lead in a Business Turned Upside Down"

Carol Kinsey Goman

What if your job changed significantly -- or was being eliminated? What if you had to reinvent yourself to stay relevant in your profession? What if you had to change careers? Would you survive?

Some people actually do survive, and even thrive, in these circumstances. They flourish in chaotic times by (first of all) understanding the forces of change in a world where nothing is guaranteed.

Changes in job structure and availability have been caused by complicated events in the far-flung markets of the world as well as by those in your local community. Companies trying to keep pace have been forced to deal with economic fluctuations, industrial transitions and new ways of relating to their employees.

Let's take a look at the elements of "changing times." This is the challenging environment in which you are asked to continually modify your attitude and convert your abilities to new kinds of jobs and new ways of working.

These five fundamental events have created the new business dynamic:

1. The shift from domestic to global economy.
2. The shift from manpower to techno-power.
3. The shift from company-led to consumer-driven market forces.
4. The shift from the Industrial Economy to the Knowledge Economy.
5. The transformation of employer/employee relationship.

1. Globalization

In the U.S., Europe and Asia, there have been major increases in foreign investment over the past two decades. In the late 1980s, multinationals greatly stepped up their efforts to buy or build manufacturing and sales facilities in foreign target markets. By 2000, foreign firms, excluding banks, employed 6.4 million U.S. workers with a payroll of some \$330 billion, according to the Commerce Department.

The easy movement of money and people across borders, the creation of multi-national alliances and strategies, the revolution in information technology and the convergence of foreign cultures and markets have combined to turn the world into one huge shopping mall. But globalization isn't a one-way street. Overseas goods, services, ideas and personnel are pouring into America just as quickly as they are being shipped out. Even small businesses now compete with and have access to products, labor, and new marketing techniques from all over the world. The same holds true for work forces. Employee pools, once thought of as geographically static, now migrate across international borders as easily as cars or computer chips. Companies can locate -- or relocate -- where the tax laws are most advantageous and where skilled, cost-effective labor is most readily available. Workloads can be spread over several time zones to cut production costs and facilitate delivery schedules. According to Forbes.com, analysts predict that by 2015, more than 3 million white-collar jobs in the U.S. will be outsourced to other countries.

2. The Technological Revolution

Advances in technology drive change throughout organizations, enabling them to improve their business processes by replacing routine activities with information systems and

robotics. Instant electronic transmission makes it possible to move data entry jobs to any location on the globe.

Technology is also opening up a world of true employee participation in business decision-making. Intranet systems allow organizations to capture and share knowledge throughout the organization, to exchange best practices and good ideas company-wide, and to reinforce the corporate culture. That is the good news. The downside, of course, is the loss of jobs. Automated teller machines, robots, and electronic voice mail replace human bank tellers, assembly-line workers, and telephone operators who all used to collect paychecks and are now collecting unemployment.

3. Customer Power

Consumers around the globe are becoming relentless in their demands for quality, service, customization, convenience, speed and competitive pricing. And with global competition and the new technologies providing customers greater choice about when, how, and where they will receive goods and services, they have, in effect, become *the* determining factor in the success or failure of most organizations.

4. The Knowledge Economy

The shift from industrial to knowledge-based organizations has occurred with extraordinary swiftness in this country, and its impact upon our thinking about work and the workplace has been as profound as that experienced in the 19th century when America shifted from being an agricultural nation to an industrial one. In fact, the challenges of the knowledge economy are impacting every aspect of the workplace. Only a generation ago, trained technical workers were a relative rarity in this country. Now they constitute nearly a quarter of the total American work force.

The most highly skilled, the so-called "gold collar workers", are engaged in steadily more specialized activities, while the tasks demanding less-rigorous training (technical and legal research, lab analysis, computer programming and the like) are being handed over to a growing body of "paraprofessional" support workers whose roles in today's service/information world equate roughly to those carried out by skilled mechanics and quality control engineers in the Industrial Age. Specialized sub-contractors in a variety of technical fields are also proliferating as large professional organizations like hospitals, consulting companies, law firms, multi-national publishers and media conglomerates find that detailed work once done in-house can be done faster, more cost-effectively and often better by independent specialists.

5. The Changing Employer/Employee Loyalty Compact

In the "old deal" employer-employee compact workers were guaranteed job security in a safe, stable organization. Factory giants protected their workers by offering fair compensation and lifetime security. In the new deal, workers can no longer expect lifetime employment, nor can they expect stability. Change has become "business as usual." Employers, on the other hand, must deal with a far more mobile work force that has multiple loyalties and a different set of values than the previous generation. The brainworkers of today consider job-hopping a normal route to professional growth and personal fulfillment.

Today it is more effective to think of loyalty in terms of flexible "temporary systems" -- much like a sport team or a movie company. Temporary systems by their very nature are relatively short-term liaisons between people constructed around a common purpose. These fast-paced, new systems require a new, enlightened form of loyalty based on shared values and goals, and mutual caring and respect.

Who's going to succeed in changing times?

These five forces are the defining events of the post-Industrial age, and together they have turned a once predictable landscape into a place where constant instability is the only "certainty" that can be relied upon. People who succeed in changing times have learned to turn instability to their advantage. They also know that change can be a linear progression or (more often) a discontinuous leap, and they are prepared for both!

Most people can accept a certain amount of linear, incremental change because it makes sense to them, but discontinuous change provokes confusion and anxiety. Discontinuity (nonlinear leaps --- such as when an industry, organization, or a profession completely reinvents itself) is intrinsically threatening. Yet, when properly understood, discontinuity holds tremendous potential for creativity and personal growth.

Charles Handy talks about discontinuity as an opportunity for learning: "Ask people to recall two or three of the most important learning experiences in their lives, and they will never tell you of courses taken or degrees obtained, but of brushes with death, of crises encountered, of new and unexpected challenges or confrontations. They will tell you, in other words, of times when continuity ran out on them, when they had no experience to fall back on, no rules or handbook."

To proactively address change, here are a few questions to ask yourself. Better yet, gather your team and discuss these together:

- What trends and forces of change are currently impacting my profession? Especially -
- What could happen in the future that would make my profession obsolete?
- What assumptions do I have about my current situation? (Write them down and then write the opposites. Analyze what would happen if the opposite assumptions proved correct.)
- Which skills and abilities are my current strengths?
- Which current strengths will continue to make me successful in the future?
- What new skills do I need to learn to stay valuable in the marketplace?
- What have I learned in the past six months?
- What do I expect to learn in the next six months?
- What do I need to unlearn? (Which skills are becoming obsolete? What practices -- attitudes, behaviors, work routines, etc. -- that worked for me in the past are no longer valid?)

Carol Kinsey Goman, Ph.D., is an international speaker and consultant who helps individuals and organizations thrive on change. She is the author of nine books including "This Isn't the Company I Joined" -- How to Lead in a Business Turned Upside Down. To order pre-publication copies of the book or for permission to reprint this article, contact Carol at CGoman@CKG.com or visit her website: www.CKG.com.

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Doing More with Less: Step One

A lot of people are being asked to do a lot more with a lot less - for a wide variety of reasons. Employees in expanding or contracting organizations find themselves confronting the same problem. How do I function in the most productive way given limitations of staff, resources or funding? There is no easy answer but there is one basic step that employees must take - not once but on an ongoing basis - to make the most of their situation: **make the commitment.**

If you cannot buy in, you cannot stay and you should not stay. Putting your energy into railing against the powers-that-be is a futile endeavor - and a misuse of energy that could be directed towards positive outcomes both for your organization and yourself. Only you are responsible for making the hard decision to go or stay.

If you decide to go...

Leave on a positive note. If you conclude that you cannot continue in the current organizational environment, it is unlikely that you will want to walk out the door on the day you reach your decision. It is even more unlikely that a job would be waiting for you. As part of your commitment to your own career growth, vow to perform at the highest-level possible until you make the needed job change. Participate fully and deal with unpleasant situations as learning experiences. Expressing negativity could remove the decision about your ongoing participation from your hands.

If you decide to stay...

Stay. Take responsibility for your own and your staff's commitment to succeeding under the current restrictions. Your attitude is the key to your success. To succeed in a tough environment you will need to garner support from your management, staff and peers. You will not get a positive response to a negative attitude - your own or your employees'.

Your staff can be your biggest asset or your biggest liability depending on your success at obtaining their buy-in. Be understanding but be realistic. Just as you do, your staff members have decisions to make.

Employees need to understand the work environment and to recognize your vision of how the group can function within current limitations. They need a clear understanding of what you as a group can control and what you cannot control or change. Solicit their input but keep the process positive. You cannot afford to have negative influences within your group. When you are trying to do more with less, it is hard to consider cutting staff - especially if that position might not be replaced. But a negative employee can be more of a detriment than a help. Just as you make the decision for yourself to buy-in or leave, make employees understand their own responsibility in making the right decision for themselves.

In the coming months, we will discuss steps you can take to do more with less, but none of them will be effective if you and your staff do not take the first step: commit to succeeding in the new environment.

Related Reading:

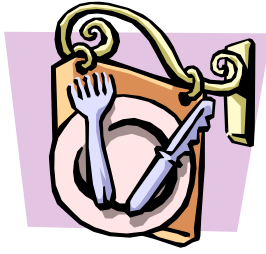
The Seven Habits of Highly Effective People (Simon & Schuster, 1990) provides guidance for performing and flourishing in changing environments

Healing the Wounds (David M. Noer, Jossey Bass, 1993) covers specific issues related to motivating staff after downsizing and reorganization in depth

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Learn more at: <http://www.factiva.com/infopro/>.

Chapter Calendar & Events



Local "Dine Arouds"

We're hosting several regional informal get-togethers. Network with your colleagues, share your thoughts about programming, ask questions about the Chapter or just come to socialize!

Tuesday May 4, 2004 Calling All Information Professionals --
Join us in Bergen County for networking and noshing at:

PAPPARAZZI -- Paramus, NJ
(in the Garden State Plaza Mall, next to Nordstrom's)

Tuesday, May 4
6PM: Socializing at the bar (cash bar)
7PM: Dinner (Italian, vegetarian, salads and pizzas; select from the entire, varied menu)

If you will be attending, please RSVP by APRIL 27, 2004, to:
Sharon [Mosenkis](mailto:smosenkis@findsvp.com)
smosenkis@findsvp.com (please put "May Meeting" in the subject line of your RSVP)
212-645-4545

Directions:
The Garden State Plaza is located at the intersections of Rt. 4 & Rt. 17 and off Exits 160 & 163 (Route 17 South) from the Garden State Parkway in Paramus, NJ.

From NYC: George Washington Bridge to Route 4 West. Proceed approximately 20 minutes into Paramus and follow exit signs for GSPlaza.

We look forward to seeing you there!!!

Regards,
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We are planning another networking event at Wolfgang Puck Express <http://www.hobokeni.com/diningguide.asp?review=1&dgID=201> in Hoboken after the Annual Meeting in June. If you would like to assist in coordinating this event or host an event in your area please contact Liz Arnold at 908-423-5805, elizabeth_arnold@merck.com or Jeannine Creazzo at 732-745-6647, jcreazzo@saintpetersuh.com.

NJSLA Chapter Dinner Meetings

Visit our schedule online at:

<http://www.sla.org/chapter/cnj/programs.html>
for full program information and registration forms.



May 17, 2004

Annual Business Meeting
Rutgers Club
New Brunswick, NJ

Other Events

June 5-10, 2004

2004 SLA National Conference
Nashville, TN

<http://www.sla.org/nashville2004/>



Web Spotlight: A Little Librarian Humor!

Caroline Geck

On April 20th, Anne Mintz spoke to NJ-SLA about misinformation on the web. Here are 2 of my favorite hoax sites that I often show Kean University students for a laugh or two. I hope they give you a chuckle too:

Pop! The First Male Pregnancy

<http://www.malepregnancy.com/>

The Ova Prima Foundation

<http://www.ovaprime.org/>



From the Editors' Desk...

This year, the NJSLA Bulletin is being run by the Bulletin Committee rather than a single editor. We hope that this will add variety and new ideas to the publication of the bulletin. We welcome your submissions and feedback.

Please e-mail us your:

- ❖ Announcements - job changes, promotions, relocations
- ❖ Interesting events or happenings in library science
- ❖ Summaries of recent meetings and conferences that you've attended
- ❖ Tips or technique that make your job easier
- ❖ Original articles on any topic that you think is relevant for the Bulletin

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