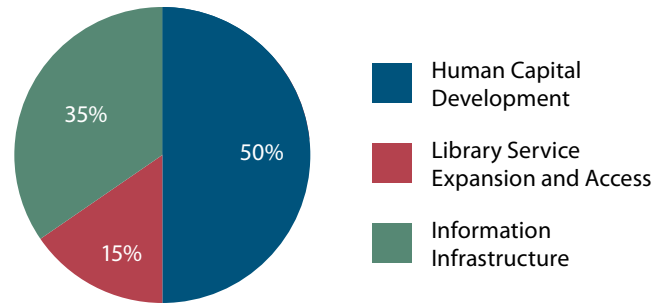


LSTA GRANTS TO STATES PROFILE: NEW JERSEY



Projects by Strategy, FY 2003–2006



This fact sheet provides information about the State Library Administrative Agency, LSTA Grants to States programs by category, expenditures by fiscal year (2003–2006), interview highlights with the chief officer, and the program goals for 2008–2012.

State Library Administrative Agency Information

Agency name	New Jersey State Library
Agency governance	Under the Thomas Edison State College
Population served in 2006	8,640,218
FY 2006 total expenditures	\$28,414,000
Grants to States allotment total for FY 2003–2006	\$17,343,858
Chief Officer	Norma Blake, State Librarian
Web site	www.njstatelib.org

Interview Highlights with the Chief Officer, Norma Blake

Greatest Program Impact in the Last Five Years:

“LBH (Library for the Blind and Handicapped) is a major use of LSTA funds here; it is an outstanding organization and a cutting edge special library in the United States. LBH does a lot of things beyond just the basic lending of recorded books. Several statewide programs have had a big impact: JerseyCAT (virtual catalog and interlibrary loans), statewide databases, and the technology support services. Pilot programs have included Trading Spaces, Senior Space (gaming), and the wireless projects where we’ve been able to offer some funds and have matching funds. The matching and maintenance of effort requirements are important elements in the LSTA program. We’ve been able to leverage money, but we couldn’t have done the projects without the federal funds to begin with.”

Delivery of Library Services:

“We have four cooperatives and seven consortia, and the

Program Data by Fiscal Year, FY 2003–2006

New Jersey	FY 2003	FY 2004	FY 2005	FY 2006	All Years
Total allotment	\$4,103,012	\$4,363,523	\$4,412,959	\$4,464,364	\$17,343,858
Number of projects reported	29	23	29	22	103
Largest project amount	\$1,383,259	\$1,730,528	\$1,976,893	\$2,082,708	
Median project amount	\$24,734	\$14,842	\$12,561	\$20,000	

impact varies depending upon which subgroup we're working with. But, New Jersey has lots of little libraries and transportation is difficult, so we do a lot with virtual services. With 461 buildings, there are too many entities in the state to have an impact with little grants. So we emphasize statewide and pilot projects."

Challenges in the Coming Five Years:

1. The state's budget deficit will continue to be a problem. There's a \$1.2 billion state deficit; it may actually be larger than that. Some libraries will have to fight being dissolved legally.
2. Diversity—the numbers of our traditional users are decreasing and we'll need to be proactive with new groups. We're moving from being an organization where people go to drop off and pick up things to a place where people want to sit and stay; we're morphing to a new organization.
3. Continuing education and marketing! We've had a successful trustee institute and recruitment and leadership programs in the past. There may not be state funds to do that. There are wonderful, needed things that we just can't do now.

Program Goals for 2008–2012

- All New Jersey residents will have access to quality information resources and services that contribute to their success in school and at work, and that enrich their daily lives.
- All New Jersey residents will have access to a wide range of quality information resources available through the Internet and other electronic networks.
- All New Jersey residents will enjoy enhanced access to library services and resources because library staff have the knowledge, skills, and competencies they need to effectively advance the six LSTA purposes.
- New Jersey libraries partner with each other, with businesses, and with other community-based organizations to maximize the public's return on their investment in libraries.

**Exemplary Project:
South Jersey Regional Library Cooperative**

Project title	Interactive Real-Time Reference Service
Library	South Jersey Regional Library Cooperative
LSTA Funds Expended FY06	\$350,000
Total Cost FY06	\$375,000
Program Category	Library Service Expansion and Access

QandANJ.org offers ready-reference service statewide 24 hours a day, seven days a week; it combines Internet chat with the ability of trained librarians to select and send Web sites and other electronic information directly to the customer's computer. In this project year there was a continued dedication to, and emphasis on, continuing education for librarians staffing the service, including meetings for the project managers to discuss the challenges of providing 24/7 virtual services. Several presentations were made by QandANJ.org project staff both statewide and nationally to share information on this innovative service, and strategies used to market it to New Jersey residents and students. QandANJ.org continues, successfully, to be a part of the nationwide cooperative of QuestionPoint libraries for back-up coverage. The QandANJ.org program also launched its MySpace page this year (www.myspace.com/qandanj). The service released a new marketing campaign, "Does Your Dog Know Something You Don't?" using graphics developed with LSTA funds administered by the Oregon State Library. Planning began in FY 2007 for a marketing campaign involving a professionally produced 30-second ad targeting the teen/college market.