

Rockaway Township Public Library Website 2.0

NJLA 2007 Application

Public Relations and Marketing Award

New Technology Category

<http://www.rtlibrary.org/2007app.pdf>



2007 Redesign of Library Website

When Rockaway Township Public Library redesigned its website in 2007, it introduced

New Technology Features

- Social Networking
- Screencasts and Virtual Tour
- Web-Based Computer Instruction
- Web-Based Events Calendar

RockTwp Library Website: Old vs. New

2003 Home Page

Navigation

- Library Catalog
- Library Information
- MAIN Libraries
- MorrisNJUSA
- New Web Sites
- Reserve Books
- Reference Online
- Reference (HOME)
- RT Information
- RT Weather
- Search Engines
- Subject Directory

Rockaway Township Free Public Library
 61 Mount Hope Road ** Rockaway, New Jersey 07866 ** (973) 627-2344
 Hours: Monday-Friday 9-9; Saturday 9-5; Sunday 1-4
[Directions to Library](#)

Reference Resources

- American National Biography
- Contemporary Authors
- EBSCO Periodical Index (LIBRARY)
- EBSCO Periodical Index (HOME)
- Facts on File (LIBRARY)
- LiFinder (100,000 poems)
- MagillOnLiterature
- NY Times 1851-1999
- Proquest Magazines & Newspapers
- Ref USA (Yellow Pages)
- Star Ledger (starmain1.lib)
- Wilson Biographies

Check it Out

- Library Lines - Jan/Feb 2003
- Spring Story Time Programs
- JerseyCat
- Novelist - Book Recommendations
- Computer Tutorials
- Tax Forms
- Yahoo Email
- Hotmail

RT Library

- Address, Hours, Holidays
- Board of Trustees and Staff
- Booklists
- Borrowing
- Library History

RT Community

- RT Organizations
- RT Government
- RT History & Census
- RT Police Home Page
- RT Clubs

SEARCH

<http://web.archive.org/web/20030202095357/www.gti.net/rocktwp/index.html>

2007 Home Page

Rockaway Township Free Public Library
 61 Mount Hope Road
 Rockaway, New Jersey 07866
 (973-627-2344)

Hibernia Branch (973-625-7842)
 419 Green Pond Rd, Hibernia, NJ 07842

Main Library Hours	
Monday - Friday	9am - 9pm
Saturday	9am - 5pm
Sunday (Sept-May)	1pm - 4pm
Hibernia Hours	
Monday	9:30am - 5:30pm
Wednesday	1pm - 9pm

**Tell Us How We Can Better Serve You--
Click Here for a Brief Survey**

This survey was developed by Library Development Solutions based on feedback from Fall 2007 focus groups with library users and non-users. Input is anonymous and results will be used to facilitate library planning.

There are 3 ways to take the survey:
 1) Online
 2) Fill out a paper survey at the library, OR
 3) Click here to download survey (pdf format), print and complete.

Thank you for your help!

- Click here to read how Rockaway Twp resident Harry Ettlinger rescued precious art looted by the Nazis during World War II.
- FREE TAX FILING HELP at the Rockaway Township Senior Center. Click here for schedule.
- Sign-up now for FREE computer classes at the library. NEW! Classes in Digital Photo Editing, Excel, PC Clean-up, and Email basics. Click here for more info.

Navigation Menu: Home, About the Library, Policies, Search Catalog, Research Tools, Links, Events Calendar, Book News, Adult Programs, Teen Programs, Kids' Programs, Online Tutorials, Directions, Contact Us, Other Libraries

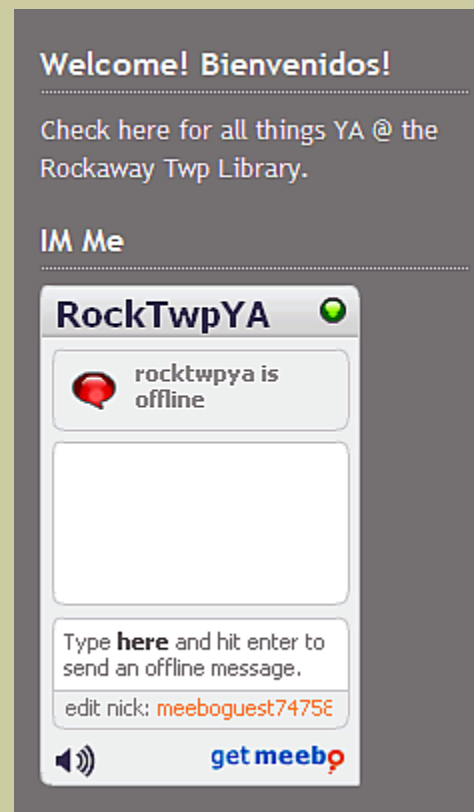
<http://www.rtplibrary.org>

Added Social Networking via Teen Pages

RockTwp Library Web Portal

http://www.rtlibrary.org/teen_page.html

- Added a Blog link
YA@RockTwpLibrary
- IM Chat and Homework Help
with Meebo
- Online YA Book Club Chat
- MySpace Page



Teen Pages Link to Social Networks

YA@RockTwp Library Blog

The screenshot shows the homepage of the YA@RockTwpLibrary blog. At the top, there is a dark red header with the text "YA@RockTwpLibrary" and "Rockaway Township Free Public Library Blog for Young Adults" below it. The main content area is divided into two columns. The left column features a date "THURSDAY, OCTOBER 25, 2007" followed by a post titled "Bloggy Blog Blog (Teens Only)". The post text says: "Join me for a special *Teens only Blogging class* on Tuesday, December 18th @ 4pm at RTL. Learn how to set up your own blog, add photos, links, widgets and more! Please sign up at the circulation desk or via da' blog." Below the post, it says "Posted by Rockaway Twp Library at 12:33 PM" with a link to "0 comments" and a "Labels: [blogging class](#)" tag. Below this is another date "FRIDAY, OCTOBER 19, 2007" followed by a post titled "New Arrivals!". The text says: "Check out the Shelfari Shelf for latest additions to the YA collection at the top of the page." and "We added Gossip Girl paperbacks, Clique novels, Meg Cabot, Scott Westerfeld, Gail Giles, and Pretty Little Liars novel, Perfect." The right column has a section titled "Our Space" with the text "Visit us on MySpace." and "Shelfari" with the text "Check out the new BOOKS we're adding to our shelves by clicking here." Below that is a "My Shelfari Bookshelf" section showing two book covers on a shelf.

<http://www.rocktwpya.blogspot.com/>

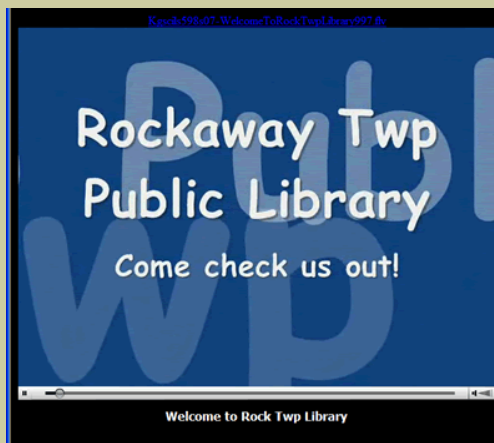
MySpace Page

The screenshot shows the MySpace profile page for "YA @ Rockaway Twp Library". At the top, there is a navigation bar with "User Shortcut:" and a search bar. Below that is a menu with "Home", "Browse", "Search", "Invite", "Film", "Mail", "Blogs", "Favorites", "Forum", "Groups", "Events", "MySpace TV", "Music", "Comedy", and "Classifieds". The profile header includes the name "YA @ Rockaway Twp Library" and a profile picture of a large letter "R". The bio says: "RTU! Check us Out! ", "Female", "28 years old", "ROCKAWAY, New Jersey", "United States", and "Last Login: 2/4/2008". Below the bio are links for "View My: [Picks](#) | [Videos](#)". There is a "Contacting YA @ Rockaway Twp Library" section with buttons for "Send Message", "Forward to Friend", "Add to Friends", "Add to Favorites", "IM / Call", "Block User", and "Add to Group", "Rank User". Below that is the "MySpace URL: <http://www.myspace.com/rocktwplibrary>". At the bottom left, there is a music player for "How Far We've Come by Whitebox Tw". On the right side, there is a section titled "YA @ Rockaway Twp Library is in your extended network" and "YA @ Rockaway Twp Library's Latest Blog Entry [Subscribe to this Blog]". Below that are links for "TAG mtg 1/25 @ 4pm (view more)", "Book Club 2 Go (view more)", "Bingo! (view more)", "Happy Hanukkah! (view more)", and "Nursing Home Trip (view more)". At the bottom right, there is a section titled "YA @ Rockaway Twp Library's Blurbs" with "About me:" and "Who I'd like to meet:" lists.

<http://www.myspace.com/rocktwplibrary>

Take Our Virtual Library Tour

<http://www.rocktwpya.blogspot.com/> (scroll to bottom)

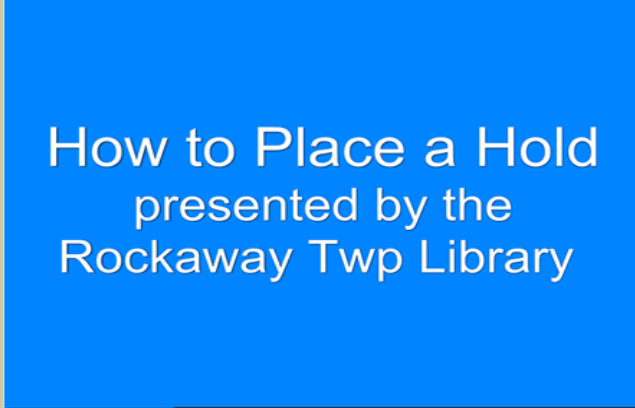


Added Screencasts for Online Catalog Help

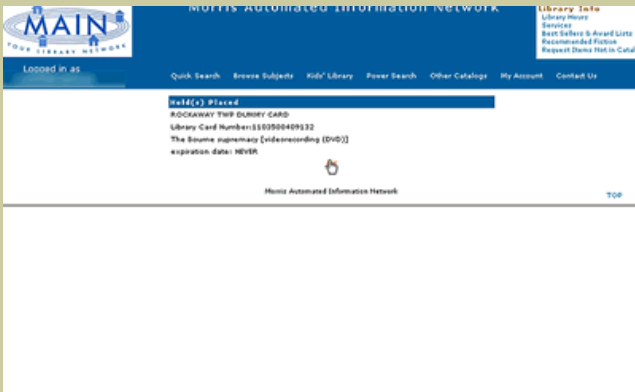
Online Tutorials Link

<http://www.rtlibrary.org/Howtos.html>

Home	
About the Library	Online Tutorials
Policies	Want to renew a book? Put a DVD on hold? Save yourself some time and do it online. Click on the following links to watch brief tutorials on how to use the online catalog.
Search Catalog	
Research Tools	
Links	How to View Your Account
Events Calendar	How to Place Materials on Hold
Book News	
Adult Programs	How to Renew Materials
Teen Programs	
Kids' Programs	
Online Tutorials	
Directions	



How to Place a Hold
presented by the
Rockaway Twp Library



Morris Automated Information Network

Library Links
Library Hours
Special
Book Orders & Award Lists
Recommended Fiction
Request Items Not in Catalog

Logged in as

Quick Search Browse Subjects Kids' Library Power Search Other Catalogs My Account Contact Us

Hold(s) placed
ROCKAWAY TWP DUMREY CARD
Library Card Number: 1105500409132
The Bourne Supremacy [infocasting (DVD)]
expiration date: NEVER

Morris Automated Information Network TOP

http://catalog.morb.org/libby/cgi-bin.exe?/L/WWW/ROCK_TWP/03K000402000

Added Web-Based Computer Tutorials

<http://www.rtlibrary.org/computerclasses.html>

Online tutorials (download pdf) for free remote access to lesson

INTRO TO EXCEL (Keyboarding) Learn how to create financial spreadsheets. **EXCEL 2** Create charts from tables.



DIGITAL PHOTO EDITING (Keyboarding) Learn how to upload, edit and save digital photographs using photo editing software. Bring your camera and USB port plug.

COOL INTERNET TOOLS (Keyboarding) Improve your internet surfing skills and discover websites with helpful tools, information and cool downloads.



CLEAN UP YOUR PC (Keyboarding) Learn how to delete unwanted files and clean junk from your computer drives (**Demo**)

Free Online Computer Tutorials (Click on links below)

[RTL Library Handout: Computer Basics \(pdf\)](#)

[Mouse Practice 1](#)

[Mouse Practice 2](#)

[Mouse Practice For Fun](#)

[RTL Library Tutorial: Internet Basics \(pdf\)](#)

[RTL Library Handout: Intro to Word 2003 \(pdf\)](#)

[RTL Library Handout: Intro to Excel 2003 \(pdf\)](#)

[RTL Library Handout: Intro to Digital Photo Editing\(pdf\)](#)

[RTL Library Handout: Clean Up Your PC\(Powerpt as pdf\)](#)

Computer Basics- Rockaway Township Public Library Class

- > Computers are tough machines-- difficult to damage, and with many built in protections. Most user mistakes can be undone or fixed easily.
- > It helps to know how to type, but you can "hunt and peck" and manage okay

Basic Computer System Hardware



DRIVES: Disks where information is stored. Computers have many storage types:



Online Library Events Calendar

<http://www.localendar.com/public/rockaway>

Rockaway Township Library Events-Main Branch
February 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27 1 PM - 4 PM SAT Preview Test	9:30 AM - 10:15 AM Storytime Ages 2 & 3 10:30 AM - 11:15 AM Storytime New to 2	9:30 AM - 10:15 AM Storytime Ages 4 to 5 10:30 AM - 11:15 AM Storytime Ages 2 & 3	9:30 AM - 10:15 AM Storytime Ages 3 to 5 10 AM - 11 AM Email Basics 10:30 AM - 11:15 AM Storytime Ages 2 & 3	1 PM - 2 PM Internet Basics	9:30 AM - 10:15 AM Storytime New to 2 10:30 AM - 11:15 AM Storytime New to 2	9 AM - 10 AM SAT Preview Test Results 10 AM - 11 AM Computer Basics
28	12 9:30 AM - 10:15 AM Storytime Ages 4 to 5 10 AM - 11 AM Computer Basics 10:30 AM - 11:15 AM Storytime Ages 2 & 3 1:15 PM - 2 PM Storytime Ages 4 to 5 4 PM - 4:45 PM Spanish/English Storytime Gr 2 to 4	1:15 PM - 2 PM Storytime Ages 4 to 5 4 PM - 4:45 PM Yoga Class 7:30 PM - 8:30 PM Friends of the Rockaway Top Library	1:15 PM - 2 PM Spanish/English Storytime Gr 2 to 5 4 PM - 5 PM Storytime for Gr 1-3 7 PM - 7:45 PM Storytime Ages 3 to 5		1 PM - 1:45 PM Storytime Ages 4 to 5 6:30 PM - 8 PM RT Jr. Girl Scouts	
3	4 9:30 AM - 10:15 AM Storytime Ages 2 & 3 10:30 AM - 11:15 AM Storytime New to 2 1 PM - 1:45 PM Storytime Ages 4 to 5 4 PM - 5 PM Yoga Class 7:30 PM - 8:30 PM Historical Society Meeting	5 9:30 AM - 10:15 AM Storytime Ages 4 to 5 10:30 AM - 11:15 AM Storytime Ages 2 & 3 1:15 PM - 2 PM Storytime Ages 4 to 5 4 PM - 4:45 PM Spanish/English Storytime Gr 2 to 5 5 PM - 6 PM Yoga Class	6 9:30 AM - 10:15 AM Storytime Ages 3 to 5 10 AM - 11 AM Email Basics 10:30 AM - 11:15 AM Storytime Ages 2 & 3 1:15 PM - 2 PM Spanish/English Storytime Ages 3 to 5 4 PM - 5 PM Storytime for Gr 1-3 7 PM - 7:45 PM Storytime Ages 3 to 5	7 7 PM - 9 PM Doll Club	8 9:30 AM - 10:15 AM Storytime New to 2 10 AM - 11 AM Intro to Excel 10:30 AM - 11:15 AM Storytime New to 2 1 PM - 1:45 PM Storytime Ages 4 to 5 6:30 PM - 8:30 PM RT Brunch Study	9 10 AM - 11 AM Clean up your PC

Events Calendar link on Menu Bar leads to monthly online calendar for Rockaway and Hibernia locations.



Impact of 2007 Website 2.0 Features

Results confirm significant growth in

- Library website visits and use
- Online MAIN catalog use
- Materials circulation statistics
- Program Attendance
- Teen involvement

Major Growth in Website Use for 2007

Website Stats	% chg	2007	2006
Unique visitors	+157%	12,368	4,810
Visits	+194%	26,384	8,971
Hits	+145%	1,327,878	541,389

*(Source: MAIN Hosted Statistics password required
New webserver as of May 2006; Comparison above May-Dec)*

<http://www.rtlibrary.org/cpanel>

In-Library Use of Catalog and Website Grew

Website Stats	% chg.	2007	2006
MAIN Catalog	+25%	14,880	11,882
Internet/Library Website	+94%	47,935	24,481

(Source: MAIN PCSW Hosted Statistics)

<http://www.gti.net/mainpcsw/>

Web 2.0 Pages Visited Often

Top 10 Rankings among Monthly Pages Viewed

- **Web-Based Instruction (Rank #5)**
[computerclasses.html](#) and [howtos.html](#)
900 page views in 3 months
- **Teen Programs link**
1200 page views in 4 months

(Source: 2007 MAIN statistics and Google Analytics)

New YA Program Growing Fast

First Teen programs at
RocTwp Library in summer 2007
Web 2.0 pages helped create

- Teen Advisory Group TAG
- Chat 'n Chew Book Club for Middle School



For More Information

Please Contact Director Joy Kauffman
Rockaway Township Public Library
61 Mount Hope Road, Rockaway, NJ 07866
rockawaytwplibrary@rtlibrary.org

(Phone: 973-627-2344) (Fax: 973-627-7658)

View this presentation online via the link below
<http://www.rtlibrary.org/2007app.pdf>