

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

<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 Links: 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

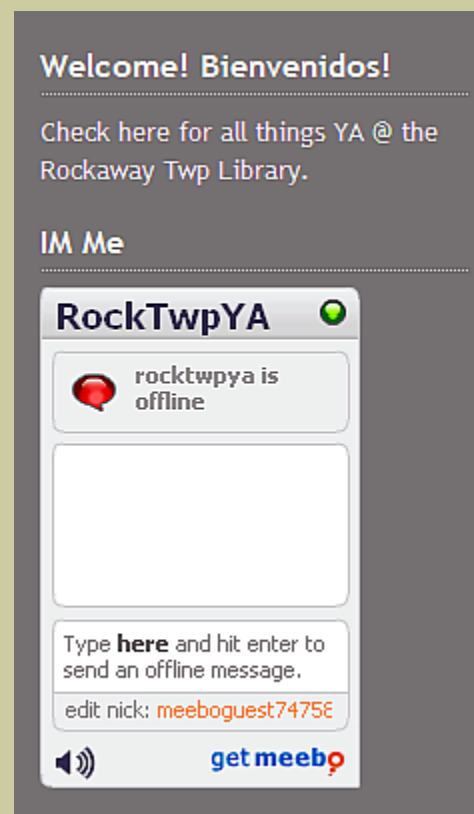
<http://www.rtplibrary.org>

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

YA@RockTwpLibrary
Rockaway Township Free Public Library Blog for Young Adults

THURSDAY, OCTOBER 25, 2007

Bloggy Blog Blog (Teens Only)

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.

Posted by Rockaway Twp Library at 12:33 PM 0 comments
Labels: [blogging class](#)

FRIDAY, OCTOBER 19, 2007

New Arrivals!

Check out the Shelfari Shelf for latest additions to the YA collection at the top of the page.

We added Gossip Girl paperbacks, Clique novels, Meg Cabot, Scott Westerfeld, Gail Giles, and Pretty Little Liars novel, Perfect.

Shelfari
My Shelfari Bookshelf

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

MySpace Page

User Shortcut: [dropdown] People Search powered by Google

Home | Browse | Search | Invite | Film | Mail | Blogs | Favorites | Forum | Groups | Events | MySpace TV | Music | Comedy | Classifieds

YA @ Rockaway Twp Library

"RTU! Check us Out!"

Female
28 years old
ROCKAWAY, New Jersey
United States

Last Login: 2/4/2008

View My: [Pics](#) | [Videos](#)

Contacting YA @ Rockaway Twp Library

- Send Message
- Forward to Friend
- Add to Friends
- Add to Favorites
- IM / Call
- Add to Group
- Block User
- Rank User

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

Now Far We've Come by Walkbox Tw

YA @ Rockaway Twp Library is in your extended network

YA @ Rockaway Twp Library's Latest Blog Entry [[Subscribe to this Blog](#)]

TAG mtg 1/25 @ 4pm ([view more](#))

Book Club 2 Go ([view more](#))

Bingo! ([view more](#))

Happy Hanukkah! ([view more](#))

Nursing Home Trip ([view more](#))

[[View All Blog Entries](#)]

YA @ Rockaway Twp Library's Blurbs

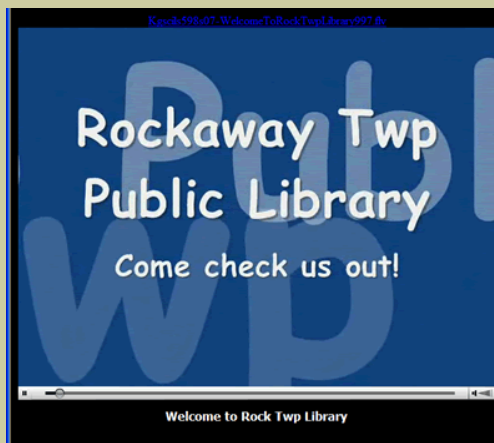
About me:
Come visit us at the library to check out books, movies, music and video games!

Who I'd like to meet:
Stephanie Meyer, Orlando Bloom, Justin Timberlake, Kevin Spacey, Tori Amos, Bill Bryson, Kate Winslet, Ann Brashares, Meg Cabot, The Office cast, Wentworth Miller, Holly Black, Scott Westerfeld, and Rock Twp teens!

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

Take Our Virtual Library Tour

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

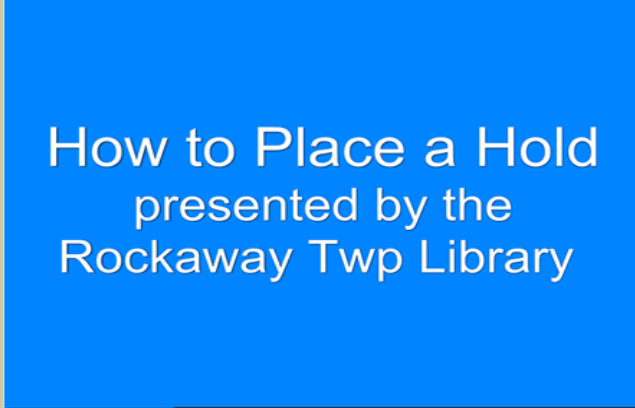


Added Screencasts for Online Catalog Help

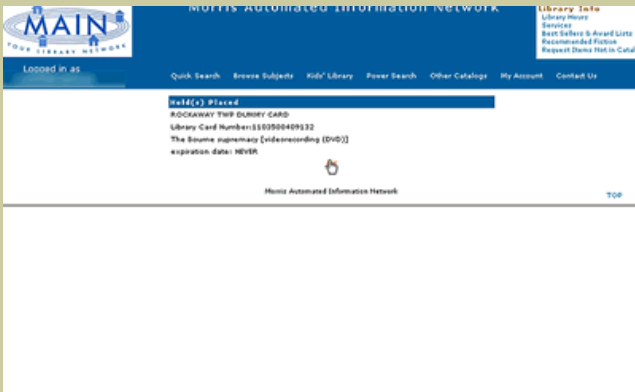
Online Tutorials Link

<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



MAIN
Rockaway Twp Library 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 LIBRARY CARD
Library Card Number: 1105500409132
The Brume megremat (infocorecording [DVD])
expiration date: NEVER

Mainz Automated Information Network TOP

http://catalog.marl.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
	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 9:30 AM - 10:15 AM Storytime Ages 4 to 5 10:30 AM - 11:15 AM Storytime Ages 2 & 3 1 PM - 1:45 PM Storytime Ages 4 to 5 4 PM - 5 PM Yoga Class 7:30 PM - 8:30 PM Friends of the Rockaway Top Library	2 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 1-2 7 PM - 7:45 PM Storytime Ages 3 to 5			
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 PM - 1:45 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 1-2 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 Brownie Society	9 10 AM - 11 AM Clean up your PC

Storytime Ages 4 to 6
Start Time: 9:30 AM

Story and Craft Time
Children listen to picture books and flannel board stories, sing songs, and participate in a craft activity related to the stories read. Please register your child for this program.
973-627-2344_rockawaytwplibrary@rtllibrary.org

Close

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/>

Program Attendance and Circulation Grew

RockTwp Library	% chg.	2007	2006
Program Attendance	+5%	17,261	16,469
Total ILL	+44%	29,435	20,459
Total Circulation	+1%	263,376	262,104

(Source: Statistics for NJ Public Libraries

2006 data at http://www.njstatelib.org/LDB/Statistics/2006_Data/)

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)

YA@RockTwp Blog is a Hit

- 532 visits in 4 months (8-12/07)
- 40% were unique visits
- Strong user loyalty- 33% visited 5+ times
- 90% of visitors are from NJ

(Source: Google Analytics)

New YA Program Growing Fast

First teen programs at
RockTwp 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>