

## Director's Report, August 2017

	August 2016	August 2017
Children's books and magazines	6864	6090
Children's media	657	515
Adult books and periodicals	4586	4506
Adult media (DVDs, video games, MP3 and CD books, Music CD's)	3588	2838
eContent and Database Usage	1663	1360
Young adult books	862	741
Periodicals in-house usage	397	261
Microfilm use	102	96
Reference Questions	2137	1808
Computer Assistance at Reference Desk	597	706
Adult Internet Usage	4038	2543
Children's Internet, iPad, Game Computers, Word Processing Usage	1649	1926
JPL's wireless usage (reports from our routers, hand devices too)	2507	2678
Children's attendance includes guitar classes/concert, outreach and class visits	361	497
YA and Adult Program attendance (Library & Community Sponsorship)	1003	624
Young Adults Programs+Outreach	575	175
Electronic Door Counter (half of entries recorded)	15,617	16,219

### Adult Program Highlights

#### **Pub Trivia**

**Date: Tuesday, August 15 at 7 p.m. at the Poitin Still**

**Topic: Big Bang Theory**

**Facilitators: Genesis Jais, Gladys Cepeda, Elisabet Paredes**

**Attendance: 39**

We had a good showing at this Trivia, the topic was very popular. Two teams met through our Meetup.com. They did not know each other beforehand.



**Library Lawn Concert: Abdou Mboup, Senegal musician  
Saturday, August 19, 2 p.m.**

**Facilitator: Catherine Folk-Pushee**

**Attendance: 33**

*Abdou's concert was not as well attended as I would have liked considering the buzz it was getting on social media that week. It was a very hot day and it could be that people were just trying to stay in and stay cool. However, those that attended seemed to enjoy it very much. Abdou's music is rooted in his home country of Senegal and he showcased several instruments that are specific to that part of the world. He is an accomplished musician and I would have loved to have his entire band come and play, but the price was just too high. An entire band jamming on the lawn would probably have brought in a much bigger audience. (Catherine Folk-Pushee)*



**History of Ballooning**

**Presenter: Richard Manberg**

**Wednesday August 30, 2 p.m.**

**Facilitator: Barb Schuit**

**Attendance: 13**

*Richard Manberg is a volunteer docent at the Aviation Hall of Fame in Teterboro His professional career was in the aerospace industry, and he was an adjunct professor of engineering at Fairleigh Dickinson and Bergen Community College. Richard gave a very thorough presentation, including pictures, about the people and historical influences which propelled the earliest forms of flight. (Barb Schuit)*

Note: Evaluations were excellent. One person stated “exceeded expectations”.

**Cookbook Club: The Complete Mediterranean Cookbook by America's Test Kitchen.**

**Monday, August 17, 7 p.m.**

**Facilitators: Gladys Cepeda**

**Attendance: 8**

*This month's cookbook book club was the final cookbook in our plunge to diversify our palates! The Mediterranean book was received with much eagerness as the ladies had all mentioned how much they enjoyed America's Test Kitchen. The cookbook was very thoroughly written, covering everything from what should be in your pantry, Mediterranean meal planning, nutritional information, to conversions and equivalents.*

*The meeting was attended by 8 patrons, who made everything from salads to entrees to dessert! For starters we enjoyed some citrus salad with radicchio, dates, and smoked almonds, chickpea salad with carrots, arugula, and olives; for entrees we sampled simple pearl couscous with*

*tomatoes, olives, and ricotta salata pignoli, as well as baba ghanoush; Dessert consisted of Orange Polenta cake and Olive oil-yogurt cake. Every dish was better than the last! The book was a big hit with everyone, some of the ladies even mentioned buying the book! (Gladys Cepeda)*

**Other Events, Clubs, etc. = 73**

Book Clubs (besides Cookbook Club): 14

Coloring Club: 4

Veteran's Benefits Consultations: 4

Immigration and Naturalization Consultation: 6

Expungement Seminar: 1

Veteran's Assistance: 4

Open Mic: 40

**Computer Skills, Job Search, and Inspect Your Gadget: Genesis Jais,  
Catherine Folk-Pushee  
Total Attendance: 48**

Job Search, Applications, and other assistance occurs daily at the reference desk (see statistics on page one).

Individual computer instruction is for *Hackensack residents* only. Cathy taught Excel, Job Search and Resumes, Basic Internet Searching, and email.

**Highlight from Catherine Folk-Pushee:**

This month I heard back from a man I had taught MS Office to earlier in the year. This time he was looking for someone to review his resume and assist with job search skills. He has recently moved back to the US from China where he lived for eight or ten years and worked as a translator and teacher. He has run into some difficulty assimilating back into the US culture and does not really have a support system here since he was gone for so long. I highlighted transferrable skills for his resume. I also pointed out some good resources for job searching, suggested joining professional organizations for translators, joining Chinese cultural organizations and looking into meetup.com to find personal and professional groups that will improve his personal and professional networks. In the end he felt more confident about what he had to offer and was particularly happy to learn about the many ways in which to connect with people personally and professionally.

**Inspect Your Gadget, Genesis Jais, Laurie Meeske  
Attendance: 22**

This month's sessions included questions on CloudLibrary and ebooks, finding and installing useful smartphone apps, and transferring files between devices.

## English Conversation, Computer Assistance in Spanish and English, and Bilingual Outreach.

Michelle (Acosta) Ferreira, Bilingual Library Associate

Total Attendance: 99

Spanish Computer - 9 people

- Assist with filling out online application to Family Dollar
- Assist with filling out online application to Sears
- How to use google and its apps
- Navigate internet
- How to listen to audiobooks on device
- How to look for jobs using Job and Career Accelerator
- How to use Rosetta Stone to learn English on computer and device.



ESL Conversation Class: 44

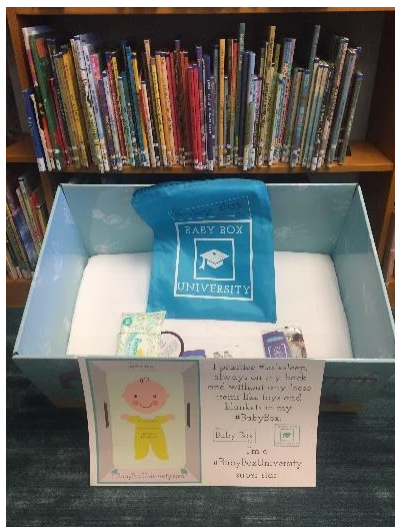
Citizenship Class: 46, Two students have passed the exam this month.

One on one citizenship mock interview - 3 people

I see people one-on-one when they have their interview coming soon. We do mock interviews focusing on the application and civic

questions. Practice reading and writing sentences.

Baby Boxes are in! We now offer baby boxes to any patron who registers on the baby co website and brings their certificate of completion either a screenshot or paper copy. The baby box includes a mattress, mattress sheets and breastfeeding supplies. Baby boxes are distributed to promote safe sleeping and prevent SIDS (Sudden Infant Death Syndrome)



**Report by Keri Adams, Young Adult (Teen) Librarian, Head of Periodicals  
Attendance: 175**

Jerseycat Ills – 5 received

YA Books for Adults Book Club – 8/12/17 – All the Bright Places by Jennifer Niven – 7

Teen Summer Reading Events

8-1-17 – Scavenger Hunt – 26

8/1/17- Booktalks – 15

8/3/17 – Pop Culture Trivia – 25

8/3/17 – Smoothie Workshop (Sponsored by Shop Rite) – 18

8/4/17 – Free For All Friday – 15

8/8/17 – Rubberband Racers – 21

8/8/17 – MS Book Club: Something in Between by Melissa de la Cruz – 5

8/10/17 – Craft: Wipe Off Calendars and Emoji Pillows – 21



8/10/17 – HS Book Club: All the Bright Places by Jennifer Niven – 6

8/11/17 – Laser Tag Lock In – 37  
Total Summer Reading Statistics  
(Includes August Events listed above)

467 total attendance at 27 programs (2016: 575 at 31 programs / 2015: 459 Total Attendance at 19 programs / 2014: 226 at 21 programs)

89 teens registered to participate/volunteer in Summer Reading (2016: 92 / 2015: 117 / 2014: 70)

372 books read by 38 teens (2016: 495 books read by 36 teens / 2015: 442 books read by 29 teens / 2014: 220 books read by 25 teens)

75 teens attended at least one program (2016: 79 / 2015: 87 / 2014: 44)

36 individual students attended five or more programs (2016: 37 / 2015: 36)

17 attended ten or more programs! (2016: 18)

Overall, this summer was another huge success. We had nearly as many participants as last year (89 vs 92) and nearly the same amount of students completed the program (37 vs 38). The students did report fewer books this year than last but that was partly due to requiring Beanstack this year which many of the students did not like, in addition to lowering the number of required books necessary to attend the final party. We were definitely sabotaged by the weather on more than a few occasions as many of our teens walk to the library. We had 29 participants who've returned for a second, third, fourth or fifth summer, and one of my volunteers just completed her sixth summer with me - participating in every summer reading program from 7th - 12th grade. These returning participants are what make the program such a perennial hit, but this year we were also able to attract a large group of rising 7th graders, many of whom have been attending Children's programs for years.



The evaluations were very positive with Escape the Room, Minute to Win It, Crafts, Bowler City and Free For All Fridays selected as the most popular programs that they wanted to repeat next year. 30 of the 32 people who responded wanted to do a Lock In again next summer, with or without Laser Tag, and the same number said that if they are free next summer, they would definitely attend again. The best event of the summer was by far the Laser Tag Lock In. We hired a

company to run the laser tag for us, and they set up the game in the main reading room area and first floor stacks, emphasizing safety as a primary concern. The teens enjoyed running around and trying to get each other out. We had pizza and ice cream as well, and gave out prizes and books to all who attended. After the Laser Tag portion of the event was over, I jokingly asked, "Does this mean I have to do Laser Tag every year?" and their response was deafening.

Special thanks to Mari, Patrick and Gen for all of their help running the Laser Tag program. Also, thanks to Dawn, Ashley and Barbara for their help registering teens and helping them use Beanstack. Most of all, thanks to Liz (Elisabet Paredes), who ran three of the programs in their entirety, helped me plan and run most of the others and was super helpful and amazing throughout the whole summer from Mini-Golf to Laser Tag!

## **New Initiatives**

### **1. Cell Phone Charging Stations are Coming are September 12!**

The library has received funding from LibraryLinkNJ to purchase two cell phone charging stations for the library. Both stations are equipped with video screens to provide information to patrons. The one that will be installed next to the reference desk will have information that is useful for teenagers.

The charging stations will be available for use after a brief ribbon cutting ceremony on Tuesday, September 12 at 3:15 pm. The ceremony will immediately be followed by a Drake themed Escape the Room program for teens in Grades 7-12.

## **2. Coding Club**

Two Part-Workshop

Thursday, October 12 - 3:15 - 4:30

Thursday, October 19 - 3:15 - 4:30

We will meet twice a month to learn basic coding concepts on different topics - first up is Game Design! You don't have to attend every month but you do need to commit to both dates in the same month. Participants will help pick future topics. Elisabet Paredes is facilitating this club!

## **Children's Program Highlights, by Mari Zigas**

It was a summer of the best kind of chaos and fun! Now that it's officially over and the sweating has finally stopped, I can honestly say that Hackensack has the greatest kids and I am extremely proud of my staff for going above and beyond for them.

One of my favorite yearly programs is Field Day, and I love ending the summer with it. Any event where kids are encouraged to run and yell in a safe setting is pretty okay in my book. This year we had the potato sack race, three-legged race, the crab walk, relay race, tug-of-war and more! Minus the one or two times kids got frustrated with each other, for the most part they were so encouraging to their teammates and the enthusiasm level was off the charts. Doesn't that just make you want to be a kid again?

This year we were lucky enough to have Wondergy's RobotScience program for our Summer Reading Club Party! The kids learned about a robot's senses, movement and programming. The performer, Ken, talked about magnetism and electricity, sensors and currents, and way more cool things that the kids just ate up. I mean, who doesn't love robots? Even the parents and grandparents couldn't resist taking videos of the robot dancing to Elvis. The Summer Reading Club Party is always so much fun, and this year topped that because it was a huge reminder as to why I love what I do. With over 70 kids (besides parents) in attendance, I knew reading the names one by one as I gave them their individual certificates would be tedious but the kids were so patient and the level of excitement that the parents had while taking pictures of their child did not waver from the first to the last name I called. I raffled off not only Toys R Us gift cards but

sets of books, Funko Pop Vinyls, and lego sets! Every reader went home with a gift bag, a book of their choice, snacks and homemade spaghetti made by one of our generous moms. The number of parents who wanted pictures of me with their kids along with the countless thank-you's I got was incomparable to any other year. I think I can safely say that everyone left happy, and that's always my goal.

### **Hackensack's Night Out**

**Tuesday, August 1**

**The Green, 5:30 to 8:30 p.m.**

**Staff: Michelle Ferreira, Gladys Cepeda and Laurie Meeske**

- We gave away 250 bags with our program information
- Give away prizes and children's books
- Laurie and Gladys brought computers to register people for library card
- People of all ages were interested of our programs. Night Out is a great way to promote our services to the community.



**Note from Laurie Meeske, Outreach Librarian:** *Michelle and Gladys were fantastic - they did a great job at being the friendly face of the library out in the community, and their Spanish fluency was invaluable for making the library more accessible to all.*

*Next year I would like to wander through the crowds and distribute small "coupons" that advertise that we're giving away free children's books to kids. I also plan to put together some small handouts for the other organizations that attend the event. (Laurie)*

### **In-Progress:**

*Signage: In an effort to increase our brand visibility and help direct patrons, I'm working to redesign our shelf labels and develop a plan for consistent directional/instructional signage that displays our branding. As part of this, I will also put together a map for patrons of the library and its collections.*

*Planning Initiatives for Library Card Signup Month: During September, I plan to hold various outreach "pop-up" events outside of the library to try to register new patrons for library cards. (Laurie Meeske)*



## Professional Development

**Employee Name:** Laurie Meeske

**Continuing Education Activity:** Using Power Mapping to advocate more effectively for your library

**Sponsor:** EveryLibrary & Niche Academy

**Date of Participation:** 8/3/2017

**Length of Activity:** 1 hour

Power mapping is a way to understand power and influence in your community.

Understand your vision and hope - why you care and what you want to accomplish

Strategies:

- Surfacing - introduces you to the public at a time when there's no opposition
- Build up meaningful relationships and coalitions
  - Know what your big issue or big goal is
  - Who else cares about the same initiative or shares the same goals?
- One tool - 27 words, 9 seconds, 3 points
  - A way to focus what you want to talk to people about
  - There are lots of things libraries do - we need to make sure that as librarians we're talking about what we do that they care about
  - Don't be afraid to limit yourself to the parts that they care about - don't need to sell them on everything

Ladder of engagement - move people from being unaware of a cause to taking action for a cause

1. Build your audience - start brainstorming who you know
2. Make other contact lists
  - a. How decisions are made locally
  - b. Who are key decision-makers
  - c. Local celebrities (bloggers, leaders, etc.)
3. Look at who you can reach out to
4. Make a plan and put it into motion

Figure out why you both (library and other party) care - where your interests/beliefs intersect

- Shared values framework
- Common cause and concern
- Never 100% overlap or you should just merge organizations

Build a genuine relationship – offer to partner with and/or help them with something that has value to them to start, then later once a relationship is established you can make asks.

Relationships are built on coffee - reach out and see how we can partner

- Sometimes you have coffee, and nothing concrete comes from it, but active listening happens

**Employee Name:** Laurie Meeske and Keri Adams

**Continuing Education Activity:** Creating a Digital Media Space for Today's Teens

**Sponsor:** ALA

**Date of Participation:** 8/9/17 & 8/16/17

**Length of Activity:** Two 1-hour sessions (2 hours total)

Shift from transaction-based library model to one based on relationships and community building

Space should allow for HOMAGO - 3 levels of engagement

1. Hanging out - ability to relax in a space
2. Messing around - low-stake opportunities to try things out
3. Geeking out - programming, using things in space, etc.
4. Can get ideas from YOUMedia – space in Chicago
5. Plan your program in context of library's strategic plan/vision/mission statement
6. Incorporate mentoring into programs and services

**Employee Name:** Keri Adams

**Continuing Education Activity:** Ready to Code

**Sponsor:** ALA

**Date of Participation:** 8/17/17

**Length of Activity:** one hour

Information on how to apply to ALA's Ready to Code Grant, including what projects they would like fund.

**Employee Name:** Catherine Folk-Pushee

**Continuing Education Activity:** Eclipse Activities

**Sponsor:** Space Science Institute

**Date of Participation:** August 1

**Length of Activity:** 1 hour

- Useful websites: [nc4il.org](http://nc4il.org) [clearinghouse.starnetlibraries.org](http://clearinghouse.starnetlibraries.org) [scigames.org](http://scigames.org)
- Particularly interesting activities were the Yardstick Eclipse Activity aka Modeling Meaningful Eclipses, Lunar Phases-A Dance Under the Sun, How Can the Little Moon Hide the Giant Sun, Sun Cookies, Sorting Games, and the Solar Vision app.

**Employee Name:** Catherine Folk-Pushee

**Continuing Education Activity:** Accessibility Study on User Experience (web design for visually impaired)

**Sponsor:** EBSCO

**Date of Participation:** August 2

**Length of Activity:** 1 hour

- It is important to use hierarchy, shortcuts and navigation skips when designing web pages so it is easier for people using screen readers to navigate.
- It is recommended that designers go over their site with a screen reader to get firsthand experience.
- Remember the patron's goals when designing a site.
- Download a browser accessibility evaluation tool such as Wave to look for ways to improve your website for those with visual challenges.

### **Building and Grounds**

*Lawn:* Art "Raccoons" were removed for August Concert and October Naturalization Ceremony on the lawn. Will be re-installed after ceremony.

*Painting:* Maintenance Department has been painting bathroom stalls for the public. This is a big improvement as well as some deep cleaning of tiles.

*Basement Sprinkler System - Capital Project:* I've faxed signed proposal and voucher for 10% upfront payment to Millennium Fire Protection Services for engineer specifications, total cost \$5,500. No work yet as of August 8. Will continue to contact them for an invoice. Sent an email August 24.

*Generator:* Still waiting for the very busy project manager, Wayne Vriesma, to decide if we have a place far enough away from the building to place a 300W generator.

*Respectfully Yours,  
Sharon Castanteen*