Director’s Report, October 2017

<table>
<thead>
<tr>
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<th>October 2016</th>
<th>October 2017</th>
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<tbody>
<tr>
<td>Children’s books and magazines</td>
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<td>Children’s media</td>
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<td>Adult books and periodicals</td>
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<td>Adult media (DVDs, video games, MP3 and CD books, Music CD’s)</td>
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<td>eContent and Database Usage</td>
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<td>Young adult books</td>
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<td>Periodicals in-house usage</td>
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<td>Microfilm use</td>
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<td>Reference Questions</td>
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<td>Computer Assistance at Reference Desk</td>
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<td>Adult Internet Usage</td>
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<td>Children’s Internet, iPad, Game Computers, Word Processing Usage</td>
<td>1188</td>
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<td>JPL’s wireless usage (reports from our routers, hand devices too)</td>
<td>2165</td>
<td>2452</td>
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<td>Children’s program attendance, includes guitar classes/concert, and class visits</td>
<td>550</td>
<td>934</td>
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<tr>
<td>YA and Adult Program attendance (Library &amp; Community)</td>
<td>628</td>
<td>529</td>
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<td>Young Adults Programs</td>
<td>131</td>
<td>104</td>
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<tr>
<td>Electronic Door Counter (half of entries recorded)</td>
<td>15,814</td>
<td>17,366</td>
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Adult Program Highlights

“Horror” Pub Trivia at Pointin Still
Tuesday, October 17 at 7:00 p.m.
Facilitators: Genesis Jais, Laurie Meeske, Gladys Cepeda, Liz Paredes, Mari Zigas
Attendance: 33
Laurie brought along some horror themed library materials - books and movies. Someone borrowed materials and she also signed someone up for a library card!

November’s trivia is Star Wars theme. It is going to be held on November 21 at 7 PM. Dates and themes for 2018 have also been selected and a flyer has been made. The manager of the Still asked for the dates so he can make posters for inside The Still. (Genesis Jais)
Yoga-Fall 6-Session Series
October 5, 19, 26, 1 PM to 2 PM
Instructor: Lateefah Fleming
Facilitator: Catherine Folk-Pushee
Attendance: 35
Yoga is, once again, a big hit. We have a diverse audience as well, with participants ranging from late 20s to 60s, races including White, Black, Indian, Latino, and beginner and experienced practitioners. We have more men this time too (3!) which is always good. Lateefah Fleming of EmpowerFit Wellness right here in Hackensack is the instructor and she is so positive, so encouraging, and so good at making everyone feel comfortable and getting the most out of their time. Participants are already beginning to ask when we are holding the next series. (Catherine Folk-Pushee)

How to Start a Small Business in NJ
October 13, 2017 1 PM to 2:30 PM
Presenter: NJ Department of Taxation
Facilitator: Catherine Folk-Pushee
Attendance: 8

- Registering your business with New Jersey’s Division of Taxation, Division of Revenue and Department of Labor.
- Filing Sales and Use Tax Returns.
- Meeting employer responsibilities.
- Reporting business income.

Comments from Evaluation Forms:
Great presentation!
Both presenters were excellent! Very helpful and great communicators.

Medicare P’s & Q’s
Thursday, October 26, 2:00 and 7:00 p.m.
Presenter: Dave Tirpak, CLTC, CASL
Facilitator: Barb Schuit
Attendance: 26
Dave has been here several times before, and we continue to have him come back because he is personable, very knowledgeable, and is an independent agent, which means he isn’t “selling” anything, so is only giving helpful information. Any consultations with him personally (should they choose to do so), at a future time, does not cost patrons anything, nor does he represent any particular company, so he only gives advice based on the best interests of each individual. (Barb Schuit)
Other Events, Clubs, etc.:
Book Clubs: 19
Survive a Power Outage: Be Prepared for Disasters, Long- or Short-term: 8
Options for Travelers with Special Needs: 7
Monday Morning Classical Music: 13

Computer Skills, Job Search, and Inspect Your Gadget:  Genesis Jais,
Catherine Folk-Pushee, Laurie Meeske
Total Attendance: 40

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. This month: Job Search and Resumes for most sessions, then Excel and Email. Other topics: updating personal website, tablet, smart phone.

Inspect Your Gadget --Genesis Jais and Laurie Meeske
We've been getting a steady flow of people every session again. Some regulars trying to learn new things about their phones, and some regulars bring in new devices to learn how to use them. One of our regulars brought in a fitness tracker that needed to be activated and synced with an app on a mobile device. As it turned out, the company had stopped supporting his device. They offered to send him a new device to replace his current one. He is still waiting for it in the mail. When he gets it, we will help him set it up. Another notable thing this month, we have seen a spike in Apple users coming for help. They are coming regularly whereas they used to barely ever come. (Genesis Jais)

English Conversation, Computer Assistance in Spanish and English, and Bilingual Outreach. Michelle Acosta, Bilingual Library Associate
Attendance: 214

Computer Spanish - 5 people
- How to make word document into PDF and send it in an email
- How to type a letter using word and google docs
- How to save videos on device from Netflix without being streamed
- How to use Doc Hub on google

Computer English - 3 people
I sent two people to the social worker intern here so I could focus on the citizenship ceremony and Hispanic heritage programs.
- One person needed help building their resume and applying for a job through a website and email.
- Another person needed help making a better resume applying for NY transit.
- How to look for people on Facebook and send a message

Citizenship class: 33
ESL Conversation Class: 28
Baby Boxes: 8
Citizenship Ceremony - October 11- 70 people

The Johnson Public hosted a Naturalization ceremony. The USCIS selected the Johnson Public Library to host this amazing event after their visit in July of 2017. The Johnson Public Library was one of 18 special ceremonies the USCIS has in the whole state of New Jersey. This citizenship ceremony was number 17. 30 people from around the community became naturalized citizens on the lawn of the library. The attendees families also attended. The ceremony started at 11 am sharp. The Mayor, Fire Department (Color Guard) and USCIS were all present. The keynote speaker was Jorge Meneses.

Hispanic Heritage Fiesta- October 14- 75 people
Ashley Winckowski assisted.

This is a program that promotes cultural awareness in the community. There was music, dancing, food, coloring for the children, and games (piñata and pin the tail on the donkey).

Music was from Viva Vallenato Cumbia Band. People danced from the moment the band started to play. Food was arepas with cheese, empanadas, and chicha morada. While the parents were dancing the children were coloring sugar skulls masks. Towards the end the children broke the piñata and played pin the tail on the donkey. All ages, from toddlers to senior citizens attended this program.
In addition to our popular Teen Tuesday events, October brought two new exciting teen programs to JPL. The first is STEM Games, which is a partnership between JPL and STEM Games Studio, a local science education group run by Hackensack resident Ildi Telegrafi. The program is a team science competition on rotating topics where the students will design a solution to a problem. They have to draw their design and “pay” for the supplies they use and the most effective and cost-efficient design wins. Eventually we plan to record these events and STEM Games Studio will edit them into episodes and post them on YouTube.

The second program is our new coding club. Liz is running the class using the Google CS First curriculum. Each month is a different topic, from Video Game Design to Art to Science. The students follow along with a tutorial and work at
their own pace. Feedback from the students who have attended has been very positive!

Our monthly booktalks at Hackensack Middle School started up again this month and I was also invited to speak to Mr. Cobb’s students about the library and its services, including eBooks and our research databases. We were able to sign up 9 of his students for new library cards as part of the visits; the others already had them! I have several other presentations already planned as the 6th grade social studies teachers are very interested in collaborating with us.

Children’s Program Highlights, by Mari Zigas

October was when our weekly programs started back up again and I couldn’t wait to use everything we learned from our previous busy programming days to make this year even more successful!

MakersLab went from an occasional after-school activity to a weekly event. The kids save the things they make with legos, they use Strawbees to build towers, and I always leave out drop-in coloring sheets and short crafts. We also have Crafternoon, where Masshiel does more involved crafts with the older kids, like painting and 3-D paper animals. My personal favorite was when the kids hot-glued crayons to canvas and melted them with a hair dryer - the results were awesome! Video Game Club still brings in the most kids every week, and Homework Helper now meets twice a week due to high demand! Our incredible high school volunteers, along with Gladys and myself, help kids up through grade 6 with their homework and reading skills. Barks & Books has Rodney, our therapy dog, visit each month and now brings with him his sister, Baby Ruth. The kids take turns reading to them and then Rodney does tricks for treats!

For the younger kids we offer three different story times: Sensory Story Time (the flannel board and different manipulatives are heavily used to make it very interactive), Tiny Tots Story Time (weekly themed books, a movie and adorable crafts that Gladys organizes), and Bilingual Story Time where Gladys incorporates both English and Spanish. The Young & the Restless is our weekly dance party for ages 3 to 5, and Rhythm & Rhyme has babies and toddlers getting their groove on with songs and nursery rhymes. Saturday afternoons are movie days which brings in families every week to relax, hang out, and watch a new movie! Needless to say our weeks are pretty busy but we love it!

Haunted Library this year brought in almost 700 people! In classic carnival style, we offered witch hat tosses with glow sticks, two different bowling stations (one for the older kids, one geared for the younger ones), cauldron tosses with plastic eyeballs, spooky story-telling, face-painting, two different crafts, pumpkin-shaped balloons made by Gavin, spider darts, a ghost toss, a photobooth, and of course the terrifying Basement of Terror. Kids got gift bags and exchanged raffle tickets that they earned while playing the games for prizes. It
was a great night and I am overwhelmingly proud of JPL staff and volunteers who were incredible and went above and beyond to make this a success!

Waiting to get into Haunted Library - View from Security Camera

Professional Development

Public Library Director’s Summit, East Windsor, NJ
Provider: New Jersey State Library
Date: October 24
Staff Member: Sharon Castanteen
  • Laws that Affect Libraries: Municipal Attorney Michael Cerone
    o Numerous topics covered: Capital Projects, Library Organization, Open Public Meetings Act, Local Public Contract Law, FMLA, etc.
    ▪ Professional services are outside bidding process, but because of pay-to-play regulations if you need an architect, you need an RFQ. You need an architect if project is over $40,000 so they can prepare specifications.

Staff Name: Michelle Ferreira
Continuing Education Activity: Mental Health Workshop
Sponsor: BCCLS and Mental Health Association of Essex and Morris, INC.
Date of Participation: October 30, 2017
Length of activity: 2½ hours
How can a person effectively assist a person who shows signs of mental illness?
  • Focus on both nonverbal and verbal communication
    o Nonverbal communication
- Do not stand directly in front of the person be half way step to the right or left
- How to redirect a question if it’s inappropriate
  - Divert question by asking : “do you have a library related question?”

**Staff Name:** Barb Schuit  
**Continuing Education Activity:** How Design can tell your unique story  
**Sponsor:** Library Journal  
**Date of Participation:** October 31, 2017  
**Length of activity:** 1 hour
1. Macro Level Design
   - Need to ascertain what is the unique story of our library
   - Consider community “culture”
2. Micro-Level Design
   - Ongoing process of improving
   - Understanding “work patterns” of people
   - Space may need to be re-designed after seeing how people use it
   - Challenge design professionals to tell your unique story – make sure they listen to you and respond.

**Employee Name:** Laurie Meeske  
**Continuing Education Activity:** NJLA Virtual Keynote: Positive Assertive Communication  
**Sponsor:** NJLA  
**Date of Participation:** 10/27/17  
**Length of Activity:** 1 hour
1. There are multiple communication styles:
   - Passive
   - Passive aggressive
   - Aggressive
   - Assertive
2. Elements of assertiveness
   - Listening - not just hearing, but taking the information in and digesting it,
   - Respect - suspending judgment
   - Honesty - be comfortable saying how you truly feel/what you truly think

**Outreach and Publicity**

**Online Community Calendars**
- Started posting library events on an additional site: Fun New Jersey (https://events.funnewjersey.com)
- Started posting large library events on an additional site: News12 (http://news12-newjersey.eviesays.com/)

**Meetings w/ the Ciarco Center**
● 10/4/17 - Sharon and I met with Linda Emr (Dean of the Ciarco Center) and Katherine Renick to discuss ways the library and the Ciarco Center could partner.
● 10/23 - I met with Katherine to finalize plans to have a special event at the Ciarco Center in early November highlighting library service.

**Bergen County Job Fair - 10/6/17**

- Staffed a table with Donna Perkosky of the Paramus Public Library
- Met James Tedesco III, the county executive
- Spoke with 121 people
- JPL Newsletter signups: 6

**Book Sale - 10/7**

- Assisted with the library’s Fall Book Sale
- Supported the League of Women Voters in setting up a table to register patrons to vote during the Book Sale. Sent a Thank You card to the Barbara King of the League as a follow-up.
Hackensack Chamber Breakfast - 10/19/17

- Connected with Lauren Zisa, Executive Director of the Hackensack Chamber of Commerce, and Anita Rivers, Director of Adult Admissions at Fairleigh Dickinson
- Replaced 1 lost card
- Newsletter sign-ups: 2

Connect the Dots: Hackensack Strategy Lab - 10/19/17, Laurie Meeske, Sharon Castanteen

- Event hosted by NNJCF’s ArtsBergen and co-produced by the City of Hackensack, the Main Street Business Alliance’s, Hackensack Creative Arts Team, and New Jersey Creative Placemakers
- The event focused on transforming an underused pedestrian street into a more welcoming space
Main Street Business Alliance Meeting - 10/31/17

- Connected with Glenn MacAfee from the Hackensack YMCA and discussed the possibility of joint ventures.
- Connected with Patrice Foresman, Director of the Main Street Business Alliance

Meeting w/ Rodrigo Torrejon of NorthJersey.com - 10/24/17

- Met with Rodrigo to discuss how the library can best communicate news and happenings for publicity.

Friends’ Breakfast
Date: October 17, 9:30 a.m. to 12:30 p.m.
Staff Members: Sharon Castanteen, Genesis Jais, Laurie Meeske
Sponsor: BCCLS Friends’ Committee.
This was a great networking event for me. I spoke to several Friends of the Library members from other libraries and gained knowledge and promise of help for us to start our own group.

Genesis Jais, our Technology Library Associate, was the keynote speaker! She was one of the BCCLS scholarship recipients. Her speech actually brought some of the “Friends” to tears. Here is part of it:

All the things that a library stands for: community, education, information, equality, freedom, and the right for every single individual to have those is something I strongly believe in. Libraries are where I am meant to be. I often think about how we don’t realize the lives we touch in the library with our interactions; A simple good morning with a smile, or the encouragement while instructing people on how to send that email that gets them a job can be a passing moment for us, but mean everything to them. I realized I can see myself being that - that person that is
there to help patrons in their moment of need. I want to be a librarian for the rest of my life - I was made for this.

Report from Elisabet Paredes, Social Media Specialist:
Twitter:
30 tweets
14.9K impressions (times our tweet showed up on a person's timeline)
1,851 visits to page
8 mentions
1 new follower

Facebook:
6 actions on page ("click to visit JPL website")
11,788 people reached
1,889 post engagement
430 page views
26 page likes
27 page followers
33 page previews

Building and Grounds

Basement Sprinkler
No specifications yet from Turnkey Designs’ Engineer who came to assess the building in early October 2017. He is waiting for Anthony Iovino to send over CAD files.

Leaking flat roof
After the storm that lasted from October 29 to October 30, one computer was destroyed and replaced for $940, for which I entered a claim to our insurance company. As far as the roof repair, we are under warranty from the material company, GAF. The actual leak apparently came from loosening of the material around a pipe from the HVAC unit. Paino Roofing replaced the cement around that pipe. Our Maintenance Department cleaned seven drains on the roof to aid in proper drainage.

Security Cameras
We are getting three new cameras soon: One on the safe, one in the auditorium, and one in a parking lot area that was missing coverage.

Respectfully Yours,
Sharon Castanteen