## Director’s Report January 2018

<table>
<thead>
<tr>
<th>Category</th>
<th>January 2017</th>
<th>January 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children’s books and magazines</td>
<td>4215</td>
<td>3822*</td>
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<tr>
<td>Children’s media</td>
<td>318</td>
<td>277*</td>
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<tr>
<td>Adult books and periodicals</td>
<td>3880</td>
<td>3125*</td>
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<tr>
<td>Adult media</td>
<td>2648</td>
<td>1956*</td>
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<tr>
<td>eContent (Hoopla limit: 4 per mo.)</td>
<td>1233</td>
<td>1041</td>
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<tr>
<td>Young adult books</td>
<td>404</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</td>
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<td>Adult Internet Usage</td>
<td>2270</td>
<td>2053</td>
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<tr>
<td>Children’s Internet, iPad, Game Computers, Word Processing Usage</td>
<td>867</td>
<td>1033</td>
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<tr>
<td>JPL’s wireless usage (reports from our routers, hand devices too)</td>
<td>2250</td>
<td>2234</td>
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<tr>
<td>Children’s program attendance, includes guitar classes/concert, and class visits</td>
<td>253</td>
<td>395</td>
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<tr>
<td>YA and Adult Program attendance (Library &amp; Community)</td>
<td>378</td>
<td>374</td>
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<tr>
<td>Young Adults Programs, incl. Outreach</td>
<td>95</td>
<td>128</td>
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<tr>
<td>Electronic Door Counter</td>
<td>15,212</td>
<td>15,551</td>
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</table>

*over 4,000 of our high-demand materials stuck in transit in January due to delivery vendor breach

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**Open Mic Night Featuring Bash the Trash**  
January 25, 27 PM to 9 PM  
**Facilitator:** Catherine Folk-Pushe  
**Attendance:** 40

Hector Rodriguez from Bash the Trash has been here before and I would definitely have him back again. He is very good at engaging an audience as well as being talented musically. He spoke some about the cultural origins of musical instruments made from found objects then demonstrated how musical “trash” can be on a wide variety of found-object instruments. It was amazing the type of sound he could generate...
from a water bottle, pieces of PVC pipe, and a flat cardboard box filled with...something. Beans, maybe? It make a wonderful sound, like a rain stick.

Afterwards, we had some of our regulars perform along with some new talents including a beat poet, a singer, and a comedian.

Bash the Trash participants

Open Mic Comedian: Vince August
Pub Trivia: “Buffy the Vampire Slayer”  
January 16, 7 to 9 p.m.  
Staff Members: Genesis Jais, Elisabeth Paredes, Laurie Meeske, Gladys Cepeda  
Attendance: 36

Trivia was a very tight game the entire night with two teams tied for first, two teams tied for second, and two teams tied for third the entire time. In order to keep everyone invested in the game, we have a jeopardy style question where teams can wager to up all the points they have to win. All but one team wagered all their points. The team that didn’t wager all their points was losing the game the entire time. Only one team got the final question correct so they doubled all their points and won first place while the team that was losing the entire time got second place because they did not wager all their points. It was quite the upset, but everyone was a good sport about it. (Genesis Jais)

Other Events, Clubs, etc.:  
Book Clubs: 27  
Cookbook Club: 8

PTMG Concerts: 21  
LEAP ipad classes for visually impaired: 10  
Mobile Hot Spots loaned: 16  
ESL Tour: 37

Individual Assistance  
Computer Skills, Job Search, and Inspect Your Gadget: Genesis Jais, Catherine Folk-Pushee, Laurie Meeske  
Total Attendance: 30

Individual computer instruction is for Hackensack residents only. Job Search, Applications, and other assistance occurs daily at the reference desk (see statistics on page one). This month individual sessions covered: Resumes, Job Search, Email, smartphone, taking college courses online, computer maintenance, scanning and attaching files, ebooks, burning CDs.
Report from Genesis Jais on “Inspect Your Gadget” Class:
We've been getting a steady stream of people at gadget, with a large variety of needs and devices. Andriod and Apple users find our sessions very helpful, but some have made suggestions of it being held in the evening as well. We may need to consider having it for longer than an hour because often people come in and their devices need to be updated and that takes up a lot of time without actually focusing on the issue they came to solve. We also had good publicity for Laurie's Hoopla program because people who attended the Hoopla class also came to gadget for more hands-on, in-depth, help.

Highlight from Catherine Folk-Pushee, Job and Business Assistance Specialist:
A man came to me at the Reference Desk early this month asking for help because he had decided he was finally ready to go to college and needed assistance using the computer for his online coursework. He is currently a landscaper working for someone else, but his goal is to go into business for himself. I have met with him several times to go over logging into the online student portal, posting his assignments, and general grammar/sentence structure. He is still not quite 100% confident about posting his assignments (journal entries, responding to other students, etc.), but has greatly improved since we first began. I have to admire him for his tenacity in going to college after not having been in school for many years. (Catherine Folk-Pushee)

English Conversation, Computer Assistance in Spanish and English, and Bilingual Outreach. Michelle Acosta, Bilingual Library Associate: 79

Computer class in Spanish - 8 people
- 2 people needed help filling out a job application for Hackensack Hospital. It was a long process. Both of them needed to create an email, resume, make a profile and password, fill out the application and complete a 45 minute assessment.
- 3 people needed a complete overview of how to work the internet. I am still assisting them.
  - Email.
  - Research
  - Internet lingo
  - Make a Facebook account
- 1 person needed to know how to download bus schedules to a device
- 2 people needed help filling job applications for Costco and Walmart

Computer class in English - 2 people
- Assist with iPad downloading hoopla
- Assist with tablet
  - Facebook
  - Messenger
  - Email
  - How to send pictures through email from the tablet’s gallery

Citizenship classes: 23

Citizenship Mock Interview - 3 people
I met with three different people to practice the citizenship interview process. Two of them passed the citizenship test. The other person’s interview will be next month

ESL Conversation classes: 33
- January 18- 8 people
Baby Box Program: 10
I started sending emails to patrons who pick up a baby box an email inviting them to join our e-newsletter.

Report by Keri Adams, YA Librarian, Head of Periodicals
Young Adult Attendance: 67
Outreach to Schools: 61

Jerseycat Ills – 4 received

YA Books for Adults Book Club – 1/13/18 – Strange the Dreamer by Laini Taylor – 9

Teen Tuesday
1/9/18 - Video Games - 12
1/16/18 - Mug Cakes - 18
1/23/18 - Trivia (with Kahoot!) – 12
1/30/18 – Perler Beads – 13

STEM Programs
1/10/18 - Coding Club – 2 (Liz)
1/11/18 - STEM Games – Boat Challenge Redux – 7 (Keri and Liz)

Volunteers
1/24/18 – Inventory Project - 3

Outreach
Booktalks at Hackensack Middle School - 1/17/18 - 3 presentations - 61 students - 71 books checked out to 24 students
Due to limited interest in our Volunteens program (until this month, most of the students in attendance were dragged by their parents, which isn’t what the goal was in offering the program), we will discontinue the monthly event after our February date. However, the last project we worked on, which was inventorying books by scanning them into LEAP, was deemed a success by the three teens who attended since it was simple to do, not too boring, and useful for the library. We inventoried 360 books in an hour and will do the same at our next meeting. After that, I will offer students the opportunity to make an appointment with me to come in for an hour and work on the project for volunteer hours at our mutual convenience.

The booktalk program continues to grow! In fact, the presentation that had the most students who came back to check out books is the one with the most students who attend for fun and don’t receive extra credit (although many attend for both reasons).

Children’s Program Highlights, by Mari Zigas

This month we began our much-needed ESL Classes for Kids, taught by Project Literacy volunteer, Tony Arteficio. Parents have been strongly interested in this kind of program, and it’s always the next question we get asked after we make new library patrons aware about the adult conversation classes that JPL offers. ESL for Kids already has brought in weekly regulars, with Tony teaching them about likes/dislikes, the different seasons, etc. They definitely get a lot out of it and it feels great to finally be able to offer this kind of program to our kids.

Almost 50 kids signed up for the Winter Reading Club this year and we had a great response to the book bingo sheets. Once the club ended we ran two raffles - one for each age group and handed out certificates for all the readers. Book Bingo was so popular with both the kids and parents - a lot of them commented on how it allowed them to read books on all different subjects and genres - that it not only made me want to do my own personal book bingo, but more importantly I think it will expand our thinking about how summer reading is run every year. Look out for new ideas this summer!

In addition to regular weekly programming, with the help of our wonderful outreach librarian, Laurie Meeske, we also had a lot of fun celebrating small holidays like Appreciate a Dragon Day and National Puzzle Day. Kids love any opportunity to take a picture with a cut-out of pretty much anything so the cardboard dragon that was as tall as they were was a big hit! I love family programming so it was really sweet to see a couple families working on puzzles together. I’m definitely glad we gave these holidays some love this month!
Report from Outreach Librarian, Laurie Meeske

Public Relations:

Library Brochures

- Library brochures sent to the Hackensack Chronicle for printing and distribution in the Hackensack area.

Coordinating PR Efforts

- The marketing team is working on implementing strategies for us to more closely coordinate and plan our PR efforts in advance.
- This involves working with programming staff to book events further in advance, to allow additional time for publicity (many thanks to all of the programming staff for their help with this effort!).

Delivery Bookmarks

- Printed and distributed bookmarks with information regarding the current status of the library delivery service (Expak).

Outreach:

Meeting with Housing Center - 1/12

- Cathy, Antoinette (the Social Work intern from Rutgers), and I met with Julia Orlando and Mary Sunden at the Housing Center. We received a tour of the facilities, and the discussion included ways that our two organizations can work with each other to assist residents, available services, best practices, and more.
- We also shared our policies, including the Library’s behavior policy, with each other for reference.

Middle School Book Talks - 1/17

- After Keri conducted her book talks at the Middle School, we stayed at the MS library after school and gave students an opportunity to borrow copies of the books she had discussed.
- We had an even larger turn-out this month for this new initiative - we increased the number of books checked out by 31%!
- Students Checking Out Books: 24
- Books Checked Out: 71
Library Awareness Day at the Ciarco Center - 1/24

- Staffed a table at the Ciarco Center; classes visited and I promoted library services, registered eligible students for library cards, and helped students install the Rosetta Stone app (a language-learning tool) on their devices

- Spoke to: 74 people, Card: 6, Newsletter signup: 17
- Scheduled a training session for Ciarco Center staff on Rosetta Stone, a language-learning tool available through the library.

Technology Classes:

Inspect Your Gadget (with Genesis Jais), every Thursday at 11:00 a.m.

Hoopla How-To: Download Movies, Music, and More!
January 23, 11:00 to 12:00 noon.

- This class provided an overview of materials available through hoopla and basic instructions on how to use it.
- By the time the students left, they had installed hoopla on their devices and created accounts.
- Attendance for eLibrary class: 5
Social Media Report – Elisabeth Paredes

Twitter:
20 tweets
10.6K impressions
1,252 visits to page
10 mentions
10 new followers

Facebook:
6 actions on page
3,418 people reached
752 post engagement
339 page views
20 page likes
24 page followers
21 page previews

Professional Development

Employee Name: Gladys Cepeda and Michelle Ferreira
Continuing Education Activity: 2nd Annual Book Buzz: What’s new in Spanish Language Publishing
Sponsor: REFORMA Northeast Chapter
Date of Participation: Friday January 12
Length of Activity: 7.5 hours
  • Morning presentations consisted of the latest information about juvenile and young adult books in Spanish and trends that are affecting the market.
  • Books Buzz was an event to learn about Juvenile, young adult and Adults books in Spanish and about different trends that are affecting the market.
  • Also learned about different blogs and websites that review books in Spanish
    o http://americareadsspanish.org/ is a website that reviews books in Spanish. I could also find out the best sellers in the United States.

Building and Grounds

Renovation
An RFQ for an architect was posted in January, the deadline for submissions is February 27. Ms. Izzo and I called recommended architects. I am currently coordinating with Ms. Kirsch for visits to the projects of these architects recommended by other directors.
Basement Sprinkler
On hold for specifications from Turnkey Designs’ Engineer who came to assess the building in early December 2017. I’ve facilitated the sending of the CAD files from Iovino’s office. The water lines have to be checked, but Suez won’t open them until April 1st.

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. I’ve put this off to April 2018 because of budgetary considerations.

Miscellaneous
Our maintenance crew stripped wax from a newly created area by the main floor bathrooms. This was done while we were closed, of course.

Respectfully Yours,
Sharon Castanteen