Open Mic Night Featuring Mark Sganga
May 24, 2017 7 PM to 9 PM
Facilitator: Catherine Folk-Pushee
Attendance: 29
Mark Sganga was an amazing guitarist! I wish we had had 100 people again this month he was that good. He did not have a set play list, but instead went with the vibe of the crowd which was mostly music from the 60s and 70s such as the Beatles. He included one token song from the 2000s which was also well received. The rest of the evening was pretty standard. We had a stand-in MC as our usual one was out sick, but he did just fine moving things along and making sure everyone got their time. Next month I am going to experiment having the featured act perform last which is standard in many other open mic and comedy shows. (Catherin Folk-Pushee)
Substance Use Disorder Treatment Insurance Seminar
May 22, 2018 7 PM
Facilitator: Catherine Folk-Pushee
Attendance: 10
Attendance was not high for this program even though the information was fantastic. Part of the reason is because it was a last minute addition to the schedule and we did not have much time to advertise for it. A representative from the Mental Health Association of NJ began the program with some statistics on the crisis before moving on to 10 essential questions you should ask before choosing a rehabilitation center or to decide if one is even necessary. Then a lawyer with the Community Health Law Project spoke about what health insurance in NJ is required to cover, how to limit treatment facilities and doctors from taking advantage of your insurance, and how to appeal if insurance turns down a request for treatment or part of prescribed treatment.

There was one woman in attendance who was shocked there weren’t more people that night and she could think of half a dozen organizations right away that would have been interested in hearing the information. I would love to host these organizations again when we have more time to properly get the word out. (Catherine Folk-Pushee)

Create Your Own Air Plant Garden
April 10, 2018 3 PM
Facilitator: Catherine Folk-Pushee
Attendance: 14
This was a fun program. It is a repeat of one I held in February, 2017 because it was so popular then. I began by showing a sample of the finished product and a demo of how to put together each air plant cork and wire holder before letting the attendees loose to create. The atmosphere was congenial as previous attendees gave updates on their projects from last year and everyone discussed the crafting techniques and care of the plants. Each participants got to take home a copy of the instructions and a care sheet for the air plants.
Adult Paint Night
Tuesday, May 15, 7 p.m.
Presenter: Nicole Dezerga
Facilitator: Barb Schuit
Attendance: 16
The theme this time was Monet's water lilies, using blended oil pastels and watercolor paint. The patrons love (!!) these paint classes, and begged me to have more of them. I explained that it's just not possible because of the cost. (Barb Schuit)

Cookbook Club, Food, Health, and Happiness: 115 on-point recipes for great meals and a better life by Oprah Winfrey.
Monday, May 21, 7 p.m.
Facilitator: Gladys Cepeda
Attendance: 8
Overall the reception for the book was a positive one. Everyone was pleasantly surprised to see that the cookbook contained so many ethnically diverse recipes. We were all really interested in taking a closer look into her cookbook; especially since Oprah has been very open about her struggles with her weight.

We sampled such dishes as breakfast cookies, Mulligatawny soup, chicken stock, grilled asparagus with mimosa dressing, 2 pasta primaveras, cornbread dressing with turkey sausage, apples, and sage, grilled shrimp lettuce wraps with sweet chili sauce, mango, and toasted coconut, roasted eggplant with kale, fresh mozzarella and pine nuts, and pound cake. All the dishes were exquisite, and relatively uncomplicated to reproduce. One thing that separated Oprah’s cookbook from other cookbooks was that her recipes included how many weightwatcher points they were, per serving, which is something unique to her cookbook. Everyone enjoyed the anecdotes and pictures throughout the cookbook. (Gladys Cepeda)

Other Events, Clubs, etc.:
Medicare P’s and Q’s: 10
Small Business Development Center: 53
Blueprint for Financial Success: 12
Library Tours for Ciarco Center: 30
Pub Trivia: 6 (intense storm that night)
Book Clubs: 32
LEAP ipad classes for visually impaired: 8
Mobile Hot Spots loaned: 16
Individual Assistance
Computer Skills, Job Search, and Inspect Your Gadget:  Genesis Jais,
Catherine Folk-Pushee, Laurie Meeske
Total Attendance: 47

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: Excel, Word, PowerPoint, Resumes, Cover Letters, Job Search, Basic Internet Searching. Other topics: Google drive, Google slides, Facebook for business, business plan, Rosetta Stone, smartphone, computer maintenance.
Highlight from Catherine Folk-Pushee:
Business was a big topic this month. I assisted two women entrepreneurs, one with the Facebook page for her cleaning business and the other with updating her business plan. For Facebook for business we discussed how to create and boost a post, how to find people to “friend”, how often to post, some possibilities to create engagement, etc. The student updating her business plan was in conversation with a private investor to get her business back off the ground after an absence due to family issues. I demonstrated how to find salary information for various positions so she could more accurately display and defend her funding requirements. We also discussed ReferenceUSA to find information on competing businesses. It is encouraging to see people, especially women of color, starting their own businesses and I wish them the best.

Inspect Your Gadget (Genesis Jais and Laurie Meeske)
It seems that as the weather is getting nice, and construction is getting more unpredictable in the area, the number of people coming in for gadget has gone down slightly. Some topics covers in May include: questions on Libby, Hoopla, voicemail, WhatsApp, Wi-Fi, sending pictures, how to disable email syncing & notifications, using AirDrop to transfer photos, Apple ID - retrieving & password reset, and installing/uninstalling apps.(Genesis Jais)

English Conversation, Computer Assistance in Spanish and English, and Bilingual Outreach. Michelle Acosta, Bilingual Library Associate: 153

Computer Class Spanish - 9 people
- Google basics
  - Gmail
  - Google docs
  - Drive
- Creating a Facebook account
- How to use Excel
- How to use email
- Loading email to device
- Uploading pictures from phone to personal computers

Computer Class English - 1 person
Taught Hotmail email basics, as well as:
  - Word
    - What are templates
    - How to save
    - How to start a letter
    - PDF documents
  - OneDrive

Citizenship class: 25
ESL conversation class: 51

Citizenship Mock Interview - 4 people
- 3 people passed the naturalization interview
- One person is preparing for next month

Baby Box - 8 baby boxes
Guitar concert, Saturday, May 26 - 65 people (Classes limited to children of Hackensack residents)
Parents, grandparents and siblings came to see the students show their new skill. Cookies, Coffee, Tea and Juice was offered.

Report by Keri Adams, YA Librarian, Head of Periodicals
Young Adult Attendance: 86

Jerseycat Ills – 3 received

YA Books for Adults Book Club – 5/12/18 – One of Us is Lying by Karen McManus - 6

Teen Tuesday
5/1/18 - Half Day Movie: Wonder - 12
5/8/18 - Video Games - 8 (Liz)
5/15/18 - Slime Making - 28
5/23/18 - Summer Reading Preview Escape Room - 28

Our last month of Teen Tuesday events for the school year ended on a huge note. We opened up our Summer Reading Preview Escape Room to 6th graders who will be eligible to attend teen programs this summer and had a huge response. The slime making event the week prior was attended by students in Grades 7-11 and was also huge (so much so that we ran out of supplies!). Based on this enthusiasm, we are expecting a large turnout this summer.

This month I was honored to receive the NJLA/NJASL Amy Job Partnership Award from the New Jersey Library Association. The award is given in recognition of a unique cooperative relationship between a public library and school library. I was nominated by Maureen Carroll, the Hackensack Middle School media specialist, for our booktalks and remote checkout program. The award comes with a $200 donation for our library which I will use for Teen Tuesday programs in the fall.
Children’s Program Highlights, by Mari Zigas

Although this was the last month of weekly programs until the summer, our attendance skyrocketed and we even had to move our dance class (The Young & the Restless) downstairs to the auditorium in order to accommodate everyone. Our Sensory Story Time regulars keep raving about the program to their friends and it has brought more and more kids every week. With the flannel board, music, shakers, and bubbles, this is definitely a fun time!

This year we held a contest for MakersLab: whoever attended the most sessions won a $25 gift card to the store of their choice. We started it in March and kept track on a poster so the kids could see it every week. It not only doubled our attendance from last year, but also fostered enthusiasm and friendly competition. Every Monday they came running in, excited to get started. I really love that part of my job - even when they ask me to do slime :)

Report from Outreach Librarian, Laurie Meeske

Press

Budget Cuts:

○ Tapinto Statement from City Manager:  
  https://www.tapinto.net/towns/hackensack/articles/hackensack-library-funding-cut-city-manager-rel release
○ NorthJersey.com Article on Libraries:  

Outreach & Sponsorship

Meeting with Hackensack Meridian School of Medicine at Seton Hall University - 5/3

● Michelle and I met with Stephanie Campos and Michal Divney from Hackensack Meridian School of Medicine at Seton Hall University.
● We discussed ways that the University might be able to partner with the library, including free classes (nursing classes, mother-baby, health literacy, etc.).
Ciarco Center Library Awareness Day - 5/16

- Card renewals: 2
- Courtesy cards: 2
- Spoke with: 109
- Newsletter sign-up: 9

Summer Reading Sponsorship

- Kumon has sponsored the children’s summer reading program for $200, and Bowler City has donated game coupons as prizes.

Chamber Summer Kickoff - 5/20

- Had a table at the event with information.
- Signed folks up for newsletter
- Renewed a card
- Made connections - found some potential Friends board members
- Possible space to be donated to hold book donations, etc.
- Sponsor Newsletter Signups: 12
- Friends Newsletter Signups: 7
- Other Newsletter Signups: 13

Friends

- I have worked with Dan Kirsch and Sharon to try to start a new Friends of the Library group. We have been actively recruiting library supporters for the Friends Board.
- So far, we have had meetings with Dan, Linda Emr (Dean of the Philip Ciarco Jr. Learning Center of Bergen Community College), and Vanessa Tapia (teacher and parent).
- We’re working to arrange additional meetings with other possible board members.
- Our goal is to have the Friends of the Library up and running this summer.
Realtor Letters

- I drafted a letter for local realtors on how the library can be used as a selling point to prospective buyers. (see letter at end of Director’s Report)

Bergen Volunteer Center Annual Meeting - 5/24

- Attended the annual meeting of the Bergen Volunteer Center. This was a great networking opportunity, and the library was mentioned during the meeting as a partner. The Bergen Volunteer Center has been holding meetings at the library to educate people on how they can get involved in the community.

Community Congratulations

- I have begun sending congratulatory letters to local organizations that have received honors and awards.
- This month, I sent the following congratulatory letters:
  - Hackensack Meridian Health Hackensack University Medical Center has been named to Becker’s Healthcare list of “100 great hospitals in America.”
    https://www.tapinto.net/towns/hackensack/articles/hackensack-university-medical-center-named-one-of
  - The Hackensack Cultural and Performing Arts Center (HACPAC) has won a 2018 Bergen County Historic Preservation Award from the Bergen County Historic Preservation Advisory Board in the category of Adaptive Use
    https://www.tapinto.net/towns/hackensack/articles/hacpac-wins-historic-preservation-award-1
  - Hackensack Police Achieve ’Tremendous Accomplishment’ Through Accreditation
  - Bergen County Academies ranked #2 in NJ by U.S. News and World Report

Summer Reading

- Cathy and I put together a simple Summer Reading program for adults, and I created the promotional materials and staff instructions. We already have 13 people who preregistered!
- I also set up the Adult & teen programs in Beanstack, and assisted with the Children’s Beanstack setup.

Continuing Education

Training: Facilitation - 5/2

- Final part completed of 3-part series. (Had been postponed & rescheduled due to snow.)
- Learned several exercises, tools, and strategies for facilitating conversations
- Sometimes people get uncomfortable because they think they’re not experts in a topic, so can’t facilitate it - you don’t need to be experts to facilitate a conversation
- Importance of listening
When people listen, our self-esteem goes up, we feel better, stress goes down
Need to build a team when facilitating a conversation
  ○ Facilitator
  ○ Public note taker
  ○ Private note taker
  ○ Listener
  ○ Time keeper
Decide how best to set up the room to facilitate the conversation
Establish rapport with the group and tell them what to expect
Randomize by design - find ways to mix people up
Goal of facilitation is to give people opportunity to show up and be their best self in conversation

Training: NJLibsGrowBiz Summit - 5/9
Final part completed of 3-part series.
Embedded librarianship can support business community, including entrepreneurs and solopreneurs - it’s important to meet people outside of the library where they already are
The process takes time and sustainability - all about building relationships
Create a call to action - encourage the people you speak to do something - join the mailing list, make an appointment, etc.
Look for speaking opportunities
3 reasons for business outreach:
  ○ Government leaders at all levels want to keep businesses in their communities
  ○ Business owners hold influence in local decision-making
  ○ Business owners who understand the value of library services become library advocates
Use targeted emails and set up meet-and-greets with individuals
“Don’t pay anyone for information unless you have called the library first to see if we can get it”
Evaluate community need and existing resources - competitors and partners
  ○ Start with large organizations, then move to smaller community organizations
  ○ Identify who they're serving and how
  ○ Then identify similar organizations
  ○ Identify existing strength in community, and complement or fill gaps
Explore what valuable services you can offer - what is needed in the community

4-week ALA How to Market Your Library Course - 4/16-5/12
Marketing - the activities and processes for creating, communicating, delivering, and exchanging offerings that have value for customers
Need comprehensive way of engaging patrons
4 Ps of marketing:
  ○ Products - goods and services - and how they relate to customer needs and wants
  ○ Promotion - informing customers - includes advertising, sales promotion, publicity, and personal selling
  ○ Price - what is exchanged for the product or service, e.g. time, money - even if it’s free
○ Place - how the product/services get to the customer
○ Fifth “P” - people - who will deliver service or product, what skills will they need and are they available

● Research can help you reach your organizational/program goals
  ○ Can help library meet ever changing customer needs and expectations
  ○ Can also use market research to demonstrate usage to stakeholders
● Importance of physical space, signage, and wayfinding - building strategies to deliver “products” to users
● Understand customer behaviors and analyze service touch points
● “It is far better to make 50% of your patrons ecstatic than it is to make 100% of your patrons barely satisfied.”
● Advertising vs. Public Relations
● Develop a PR plan with measurable goals and objectives
● Branding - name, term, sign, symbol or design, or combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers
  ○ Sum total of thoughts, feelings, emotions, and physiological responses we have when we think of particular product or organization
● Value of strategic partnerships - carefully select the organizations you work/partner with
● Learned several tools useful for marketing/PR

Social Media Statistics, Elisabet Paredes

Twitter:
10 tweets
7,699 impressions
566 visits to page
1 mentions
8 new follower

Facebook:
3 actions on page
2,788 people reached
335 post engagement
246 page views
16 page likes
18 page followers
32 page previews
3 recommendations

Professional Development

New Jersey Library Association Conference
Staff Name: Sharon Castanteen
Date of Participation: Thursday, May 31
Length of Activity: 4.5 hours
• Improving your Social Media Presence: Have a consistent voice, sense of humor, be aware of your mission.
• Keynote speaker, Dr. Nicole Cooke, who wrote book: “Fake News and Alternative Facts: Information Literacy in a Post-Truth Era”.
• Raise Your Voices: Award Winning Authors. Authors spoke about their books on feminists and social justice workers.

New Jersey Library Association Conference
Trustee Name: Cindi Ortiz
Date of Participation: Thursday, May 31
Length of Activity: 4.5 hours
• Best Graphic Novels of 2017; helpful for collection development
• Speak Freely: Reflective, Equitable and Inclusive Conversations for All; helpful for dealing with diversity issues, understanding different perspectives, etc
• Technology: Speak Confidently; helpful for website development and being conversant with IT specialists
• NJLA President’s Welcoming Luncheon; association meeting

BCCLS Information

There may be a problem with delivery in 2019, since the statewide organization charged with contracting with vendors, is having budget programs. (Library Link NJ). They now provide delivery with very little cost to each individual BCCLS library. There is a vote for the LLNJ’s 2019FY budget on June 13, proposing drawing on all of Library LinkNJ’s reserve funds, as well as an additional $93,060 one time supplement from the State Library. I don’t see a way to vote anything but yes on this budget since there doesn’t seem to be any other source of funding and it’s in our best interest for inexpensive delivery to continue as long as possible. There also may be a vote at the June 28th System Council meeting of BCCLS on adding $6700 to each library’s bill in order to secure BCCLS-run delivery service since the Executive Board of LLNJ is planning to dissolve that organization as of June 2019 if no new sustainable funding sources are found.

Building and Grounds

Surrounding Construction Projects
The day to day comings and goings of construction vehicles, PSE&G trucks, etc. has created a barrier to the library. There were many days in May where the staff could not even get onto Moore Street. They are parking at meters and in the lots. I can only imagine how daunting this is to our patrons. Every spot on Moore street is taken up with construction personnel and the overflow of the Eastwick students onto Main Street made parking impossible. I tried to be vigilant with the 15 minutes spots, but they were often taken up by construction workers’ cars. I ask the police officer covering the street to help, but the officer changes every day. I think this may change in a few weeks, as the major projects wind down. However, I believe it has affected our circulation statistics in May as Hackensack residents use other libraries. That is the benefit of being part of a Cooperative, we provide, through the BCCLS bill, an all-access-pass for our residents.
Renovation
The Building Committee met with Anthony Iovino. Mr. Iovino said he and his team will study the feasibility of several scenarios to improve the usage of the basement and add study room and a teen room. We are waiting to hear back from him.

Basement Sprinkler
We are still waiting for Suez to process our request for water pressure analysis.

Electric work
We replaced two ballasts, but the electrician has to return to finish the last ballast installation. At that point he will look into putting an electric outlet on the floor of the children’s department so the bookcase can be moved to create more room for storytime.

Men's Bathroom
I’ve signed a proposal for a new toilet to be installed by Meli Plumbing for $663.

Maintenance
This month, our maintenance workers cleaned out all of the debris from the bushes around the fence.

Respectfully Yours,

Sharon Castanteen

Realtor Letter by Laurie Meeske:

Dear Realtor:

How do you “sell” Hackensack to prospective buyers? Tree lined streets, a diverse, caring community, downtown renovations, and a world-class medical facility? You can add the Johnson Public Library to the growing list of positive attributes about Hackensack.

Studies show that people love libraries and value having a library in their community. Having a library within walking distance is a selling point for a home and increases its property value. According to the Pew Research Center, 94% of Americans ages 16 and older say that having a public library improves the quality of life in a community. Marketing to millennials? Millennials use public libraries more than any other generation of American adults.

Did you know that the library offers a wide variety of educational and recreational programming for all ages - for FREE? Here’s just a small sample of our events.

For Adults:

- Art, craft, & DIY classes
- Concerts & performances, such as Open Mic Night, ft. local artists
- Pub Trivia
- Tech & computer training
- Book clubs (our cookbook club was recently featured on “The Chew”)
- Job & career help
- Citizenship & ESL classes

For Children & Teens:

- Storytime
- Barks & Books (kids read to dogs)
- Homework Helper
- Escape rooms
- Crafts
- STEM challenges & activities
- Guitar classes
- Book clubs & talks
- Videogames & board games

And, of course, we offer a large collection of books, movies, music, and more for patrons to borrow! Our more unique lendables include hotspots, museum passes, and Kindles. The library even extends beyond its own walls. A large collection of ebooks, audiobooks, streaming movies & TV, and music is available 24/7, and Hackensack cardholders can visit and borrow from any of the 76 libraries in BCCLS (the Bergen County Cooperative Library System).

Want to learn more? Visit our website at johnsonlib.org, sign up for our newsletter, or request a library tour! Call us at (201) 343-4169 with questions, photo requests, or for more information.

Please add the Johnson Public Library, at 274 Main Street, to Hackensack’s long list of selling points - the community’s destination for discovery, learning, & making connections.

Best regards,

Sharon Castanteen
Director, Johnson Public Library