

Director's Report September 2018

	September 2017	September 2018
Children's books and magazines	4653	3428*
Children's media	390	211
Adult books and periodicals	3761	3190*
Adult media	2252	1898
eContent (new Hoopla monthly limit: 4 per mo. ¼ of previous limits)	1014	Not available at this time
Young adult books	540	353
Periodicals in-house usage	250	99
Microfilm use	101	32
Adult and Children's Reference/reader advisory/loan assist	1732	2282
Computer Assistance at Reference	576	636
Adult Internet Usage	2154	1979
Children's Internet, iPad, Game Computers, Word Processing Usage	1433	958
JPL's wireless usage (reports from our routers, hand devices too)	2212	2090
Children's Program attendance	68	45
YA and Adult Program attendance (Library & Community)	595	572
Young Adults Programs (incl. dance)	54	166
Electronic Door Counter	16,105	

**Although all of the Cooperative circulation stats are down, I believe this drop may be in part due to the fact that Moore street, Salem Street, and Camden street are inaccessible during the day.*

Acting for Beginners

Mondays, 6:30 to 8:30 p.m. September 10, 17, 24

Presenter: Teddy Coluca

Facilitator: Barb Schuit, Attendance: 24

Three sessions were held in September, as part of a 6 week acting class. It seemed like a small class, but there was just enough time for the monologue practice for each participant in front of the group and notes from the teacher. They left at 9 p.m. The participants were told two things to keep in mind: "Have fun" and "don't act". It was apparent that if people tried to "act" the part, it was over the top.



Life Story Workshop: The, Now and Forever
Tuesday, September 25, 2018, 6:30 to 8:30 p.m.
Staff Facilitator: Barb Schuit
Presenter: Donna Atkins
Attendance: 6 (of 12 registered...flash flooding that night)



One participant, an older gentleman originally from the Middle East, came with his adult daughter, and had some very interesting stories to tell about his experiences and his family. Linda Flynn, JPL Board chairperson, also attended this class.

Donna Atkins' provided a prepared workbook for each participant, and guided them in the kinds of details, memories, and facts that they would want to include in their Life Story workbook, such as the names of their parents and grandparents, where and when they had been born, interesting things about them, etc. Donna stressed that if these things from their memories, and documents that they might

have, were not recorded, the facts and memories could well be lost to future generations. Donna guided the group to include a variety of important details from various facets of their lives, relationships, and history, all the while giving charming anecdotes about details of her own life and experiences as illustrations as to the kinds of things that participants might want to include in their life story workbooks. Each participant expressed appreciation for Donna's guidance in beginning this kind of personal project, and the participants clearly enjoyed each other's stories as they shared bits of family experience. (Barb Schuit)

Other Events, Clubs, etc.:

- Open Mic Night, September 27: 20
- Skydiving for Seniors: Aging Brilliantly: 10
- Small Business Development Center: 28
- Book Clubs: 31
- LEAP ipad classes for visually impaired: 6
- Mobile Hot Spots loaned: 16
- Veteran's Counseling: 2
- Social Work Intern: 12
- Pub Trivia, Sept. 28: 15 (bad weather)



Individual Assistance
Computer Skills, Job Search, Catherine Folk-Pushee (25)
Inspect Your Gadget: Genesis Jais, Laurie Meeske (6)
Total Attendance: 31

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, file transfer, smartphone.

Inspect Your Gadget Report – Genesis Jais

We now have a new group of regulars - one of which sees Cathy Folk-Pushee but also attends Gadget for supplemental help. I really enjoy being able to help the Spanish speakers because they are so gracious and you can physically see some of the stress be lifted off them when they realize I speak Spanish. They are able to fully explain what they have questions about, as well as get answers they fully understand. Update on the patron that had to start using Gmail directly instead of fetching Gmail emails through the Outlook program on her computer: Gmail just changed the layout of the inbox just as she was starting to embrace the using Gmail. I felt so bad for her because you can see and feel anxiety and stress over using something different, but she is sticking to it and wants to continue to try to learn so I am very proud of her and try to be as supporting and reassuring as possible. I showed her how to use the snipping tool so she could, in essence, take screen grabs of the problems she runs into so that I can help her solve those problems the next time she comes in.

English Conversation, Computer Assistance in Spanish and English, and Bilingual Outreach. Michelle Acosta, Bilingual Library Associate: 132

Spanish Computer - 18 people

This month was a very busy month. I helped people with one-time questions for some reason many of those questions were housing questions (how to apply for housing) and helping parents set up their account for their children's school. So they could view their child's progress.

A lot of them just stop by to see if I was available and since I knew it only takes a couple of minutes, I was able to help them.

- Assisting parents to set up school account - 5 people
- Applying for housing - 4 people
- Learn how navigate internet - 4 people
- 2 people wanted to learn how to apply for a job online
- 1 wanted to learn how to play with her iPad and what other apps she could add
- 2 people wanted to learn about Microsoft 360(outlook and Hotmail) and Gmail

Citizenship Class: 44

Citizenship one on one- 3 people

All 3 people passed their citizenship interview

ESL Conversation Class: 60

Baby Box - 7 baby boxes were distributed in the month of September

Report by Keri Adams, YA Librarian, Head of Periodicals
Young Adult Attendance: 166

Jerseycat Ills – 6 received

YA Books for Adults Book Club – 9/8/18 – Scythe by Neal Shusterman - 7

Teen Tuesday

9/11/18 - Smash Bros Brawl Tournament – 29 (Keri/Liz)

9/18/18 - Video Games (Smash Bros) – 26 (Liz)

9/25/18 - Perler Beads - 11

Additional JPL Events

9/20/18 - Volunteer Training – 14

9/21/18 – Back to School Dance – 50 (organized by Children’s Room for Grades 5-8)

9/29/18 – College Planning Made Easy(er) – 32 (Planned by Liz with help from Keri)

Outreach

9/18/18 – Hackensack High School Health Fair – 700 (Keri and Laurie)

4 Volunteers inventoried 744 books over 2 days

This September was tremendously busy and successful for our Teen Department. Every year, Teen Tuesday resets in September and our number of participants can fluctuate wildly depending on the group of kids who moved up to high school and the interest level of our new 7th graders. Based on our first month, we are in for a big year. Our new Wii U, which gives us the ability to have 8 people play Smash Bros. on our big projector screen, is clearly a huge draw for our teens, and though our numbers in comparison look much lower for perler beads, we had a solid 11 attendees despite torrential rain and a time change due to an early dismissal.

For the first time, we are continuing our volunteer program into the school year to allow students to earn volunteer hours by helping us with our book inventory project after school and on some Saturdays.

Our third annual back to school dance had really active, engaged participants, most of whom made it out on the dance floor.

We had a great time making book/library meme buttons with the teens at the Hackensack High School Health Fair, and talked to many students about volunteering, our college program, Teen Tuesday, and Walking Dead Day. They took a good number of our themed booklists, with “Books for Fans of To All The Boys I’ve Loved Before” (a YA book and recent Netflix movie) and LGBTQ lists being the biggest draw.

Liz did a great job with our College Planning Made Easy(er) program, where teens and their parents learned out how to write a college essay, the NJ Stars program, and using Work Study to gain valuable career training through working with off-campus non-profit partners. We also held a panel with two recent graduates and the current Student Activities director from Bergen Community College, helping students learn how they can be involved in campus

Children's Program Highlights

Report by Mari Zigas

Weekly programs were not held during the month of September in preparation for the fall.

We held our third annual **Back to School Dance** this month and, of course, it did not disappoint. It was for grades 5-8 and they had so much fun! There was legitimate dancing (which, if anyone remembers their old middle school dances, is rare) and Michelle Ferreira's husband who DJ'd was the absolutely best. He took requests from the kids, played the freeze dance song, and was so patient with them. It was really nice to see certain kids come out of their shells and make new friends - I even see a difference now when they come after school in how they interact with each other.

September was also a busy month for outreach. We went to Johnson Park to celebrate **Outside the Lines** where we made library cards and held crafts for kids, teens and adults. We talked to people who weren't familiar with what JPL offers and they showed great interest in our programs and services. Laurie Meeske helped with **Back to School Night** this year and we were able to go to Nellie K. Parker, Fairmount School, Jackson Ave. School and the middle school. Altogether we made over 60 new library cards and 25 replacement cards! The kids were so excited about their new cards and the parents were really happy to see us there. It was definitely a hit!

Laurie Meeske, Community Relations & Outreach Librarian

Press

Feature on Field Day in the Hackensack Chronicle (9/7/18)



Mentioned in an article on New Jersey Stage:

- o <https://www.newjerseystage.com/articles/2018/09/14/build-a-village-free-public-art-making-workshop-series-for-senior-citizens-to-launch-in-inglewood/>

Outreach & Sponsorship

NonProfit/Volunteer/Community Service Internship Fair at Fairleigh Dickinson University - 9/6



- At this FDU event, I distributed information on upcoming library events, worked to recruit volunteers for the upcoming Haunted Library event, and signed attendees up for the Friends and adult newsletters.
- We are expecting to have at least 2 college volunteers at Haunted Library that were recruited through the event.
- Spoke to: 51
- Volunteer Applications Distributed: 26
- Newsletter: 33



Library Awareness Day - 9/12

- 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: 57
- Newsletter: 12
- New card: 1

Outside the Lines - 9/15

- We offered a special event in Johnson Park with crafts and activities for all ages from 10am-3pm. We also made library cards and handed out information about upcoming events.
- Many thanks to Cathy, Mari, Gladys, Gen, and Liz for all of their work on the event!
- Attendees participated in a painting craft activity - the result will be displayed in the Gallery during October.
- The feedback for the event was overwhelmingly positive.
- Attendance: 167
- New Cards: 5



- Replacement Card: 1
- Newsletter: 7

High School Health Fair - 9/18

- We handed out information on upcoming teen events, and the teens made buttons using our button maker.
- Spoke with: 700
- Newsletter: 19
- See Keri's report for details.



Sponsorships: Haunted Library

- I pulled in 3 sponsors for the Haunted Library:
 - Westy Self Storage
 - Donating 1000 gift bags to give away to kids the day of the event
 - Expected estimated value: \$2,500
 - Parisian Beauty Academy
 - Donating face painters and face painting materials for the day of the event
 - Expected estimated value: \$1,250
 - Kumon
 - Donating \$150 towards the event
 - They also continue to distribute our flyers

Operation Prom Dress Giveaway

- I spoke with Neisha of Operation Prom, and Keri and I set a date for our next Dress Giveaway event on Saturday, April 6th from 12-3pm.
- This year, the giveaway will be for high school students for Prom and Middle School students for Cotillion.
- We will be reaching out to libraries in BCCLS again to collect dresses.

Back to School Night - 9/24

- Newsletter sign-ups: 67
- New Cards: 23
- Replacement Cards: 2
- Spoke to: 210 people

Ciarco Class Tours of the Library - 9/20 & 9/26

- After having a library table at the Ciarco Center, teachers requested library tours for their students. Barb and I conducted several tours of the library for ESL classes from the Ciarco Center. We showed them the collection, discussed our services, and encouraged students to get library cards.
- I conducted the following tours:
 - 9/20: 13 students
 - 9/26: 15 students

Lions Club Invite

- Amy Guggino of the Lions Club invited me to speak about library services and events at their next meeting on October 24th.
- They also invited me to officially join the Lions Club as a member. Members pay a fee of \$130 a quarter.

Friends - 9/25

- The President, Daniel Kirsch, has filed for the business certificate and is working on getting the EIN and registrations with various NJ State authorities (tax, charities, etc.).
- The Friends are working on creating bylaws, an application for liability insurance, a memorandum of agreement with the library, a mission statement, a logo, and membership forms.
- The Friends are donating a basket to the BCCLS Friends Breakfast, which is a fundraising event to support the BCCLS Scholarship fund. Some Friends members, including President Daniel Kirsch and Diane Some, will attend the Friends Breakfast.

Meetings:

Hackensack Collaborative Outreach Meeting with Sharon Castanteen - 9/5

BCCLS Advocacy Committee (Friends Section) - 9/7, 9/21

Met w/ Amanda Missey of Friends - 9/21

BCCLS Advocacy Committee - 9/25

JPL Friends - 9/25

Social Media Statistics, Elisabet (Paredes) Kennedy

Usually I would only send statistics, but this month, with all the wonderful initiatives and progress in our Social platforms, I thought I would share. I noticed that between last month and this month there is a substantial increase (about 3,000+!) in impressions and engagements on both Twitter and Facebook. That means that the library is reaching over 14,000 people a month, if not more.

This increase makes sense, as I have noticed a steady climb in visibility and awareness - we have programs that people love of course. We have exposure due to the regular postings I make every day, and of course added avenues like the social calendar site Burbio.com (which Gen and myself pitched for the library) and our newsletter that Gen links to our social sites.

With the limited data gathering on Instagram, I knew I need to find a way to do get more quantitative information. I looked into several platforms that would house all of our platforms (Facebook, twitter, and Instagram) and give me data and analytics that I could use to increase our exposure (now that we have a solid following and foundation). I decided on Later.com and am very excited to have this monthly platform to plan,

organize, and analyze the content/engagement for the platforms. I should keep seeing an increase - very exciting stuff!

Twitter:

16 tweets
9,694 impressions
800 visits to page
15 mentions
4 new follower

Facebook:

5,281 people reached
917 post engagement
232 page views
24 page likes
22 page followers
17 page previews

Instagram:

(free tracking from Sept 25-Oct 1 - trying to see if possible to get a monthly analytics plan):

@johnsonpubliclibrary

143 accounts reached

664 impressions

BCCLS Information

At the “System Council” meeting on September 27, the majority of the cooperative was in favor of self-run delivery.

The BCCLS Delivery Task Force has re-calculated the delivery charge for each library to be \$9,000, if it is split evenly among the 76 libraries. There are other formulas proposed, including one where population and 1/3 mill is used to calculate the charge. This would be very unfair to three BCCLS libraries with large populations, Bloomfield (47,000 pop) Hackensack (43,000 pop) and North Bergen (71,000 pop). If based on population and 1/3 mill, the charge for Hackensack would be \$14,000, added to our current bill of \$75,000. I would vote “no” to this formula, although delivery through the State will most surely end June 2019. \$9,000 per library seems, to me, to be the fairest way to calculate the charge.

Building and Grounds

Renovation

Anthony Iovino has shared some tentative ideas with the JPL staff and is in conversation with them to further clarify the needs of public.

Basement Sprinkler

City Project Manager Wayne Vriesma recommends doing the sprinkler job all at once instead of in pieces. I explained that we may want to wait until Spring 2019 when the New Jersey State Library construction grant comes out, since if we go out for bid, we only have 60 days to start the project after selection and we would miss a matching grant. I have been searching for a vendor with a state contract, but have not found one specific to Fire Sprinkler Companies. I will call some companies that have fire alarm contracts to see if they can

recommend other places to look for Fire Sprinkler installers. I looked on the state website, <https://www.state.nj.us/treasury/purchase/pricelists.shtml>. I have also looked at the Educational Cooperative of which we are members, http://www.mresc.k12.nj.us/pages/Middlesex_Regional/Cooperative_Pricing/Co_op/Members_Only/Vendor_Information/Current_Bid_Awards_2.

Maintenance- Plumbing

Meli Plumbing's fix for the drain pipe in the basement did not work. We have called them twice to return and fix the pipe again or replace it.

Verizon ending copper lines November 13

Verizon will be switching our building from copper to fiber (not our choice). They said they could not retain the circuits for the fire alarm (tied to the Fire Department) or burglar alarm (tied to Sound Security, Inc.). The fire department helped us by discovering a tie to the fire alarm that is not dependent on the phone line. Time Mcpherson of Sound Security (our burglar alarm) said he would take care of the connection on his end when Verizon shut down the circuit to his monitoring station.

For the Burglar Alarm, which will be tied to a phone line, we have to be aware that if there is a power outage, there will only be 24 hours maximum (12 hours on some lines) battery back-up. The battery replacement would be up to the Library.

Masonry

C&C Masonry repaired the bricks that caused a leak in the Main Street Lobby ceiling.

Tower Bells

We still haven't heard anything from the company that is supplying the motor for our clock chimes. I believe it has to be built. I will keep you posted.

Electric

There is another basement ballast that needs replacement, Mardel Electric has been called.

Haunted Library – Security

Based on our experience last year, I've written to the City Manager, the Officer in Charge of HPD, and the Captain of the special police (HCOPs) to see if we could get two special police officers for Saturday, October 27 to manage the crowds coming in and exiting. I have not yet heard back from them. I've contacted the HCOP captain by his cell phone with no response. If I do not hear back, I will look into hiring private security guards.

*Respectfully Yours,
Sharon Castanteen*