

**Director's Report 2018**

	<b>December 2017</b>	<b>December 2018</b>
Children's books and magazines	3667	3550
Children's media	328	254
Adult books and periodicals	3226	2772
Adult media (DVDs, video games, MP3 and CD books, Music CDs)	2268	2064
eContent and Database Usage	944	1123
Young adult books	328	296
Periodicals in-house usage	216	114
Microfilm use	82	42
Reference Questions	1551	1540
Computer Assistance at Reference Desk	467	567
Adult Internet Usage	1782	1695
Children's Internet, iPad, Game Computers, Word Processing Usage	1019	889
JPL's wireless usage (reports from our routers, hand devices too)	2018	2058
Children's program attendance, includes guitar classes/concert, and class visits	629	146
YA and Adult Program attendance (Library & Community)	403	96 (YA including outreach) 127 (Adult) 118 (Community) 341 Total
Electronic Door Counter	16,953	17,217

**Newsletters:**

Adult: <https://conta.cc/2ErIAbx>

YA: <https://conta.cc/2EO9hHG>

Children's: <https://conta.cc/2Euh1hU>

**Adult Program Highlights**

**Cook Book Club  
Report by Gladys Cepeda  
Total attendance: 11**

This month's selection was Good housekeeping : the great Christmas cookie swap cookbook :60 large-batch recipes to bake and share. This was our second year participating in a cookie swap and the ladies were eagerly awaiting the swap! I chose this particular cookbook because I felt Good Housekeeping would offer a lot of

traditional options. The downside? As per the title the cookbook was for large batch cookie recipes so each recipe made about 144 cookies, five or take a few. I thought, foolishly so, that cutting down the recipes would be easy, it was not. It's very hard to figure out how to halve an egg. Nonetheless we all persevered and brought more than enough cookies to swap.

The cookie swap was attended by 11 patrons (myself included). I know I say it every month but the ladies really outdid themselves! The cookies were super festive and quite scrumptious. We swapped, delicious cookies such as drop sugar cookies, angeletti, oatmeal cookies, Mexican wedding cookies, cocoa wedding cookies, homemade biscotti, angeletti, coconut macaroons, oatmeal cookies, peanut butter cookies, tart cherry almond chocolate cookies, and chocolate covered macaroons. Each cookies was better than the last. He ladies made sure that there were enough cookies left over to make a platter for the staff at JPL.



**Open Mic Night Featuring Carol Erickson  
December 20, 2017 7 PM to 9 PM  
Report by Cathy Folk-Pushee  
Attendance: 18**

I didn't expect a huge crowd for this Open Mic Night because of the holidays, but the people who did come had an enjoyable evening. We had a first for the night-a 10-minute one act play written by a Hackensack resident and performed by himself and two others. It was a little rough around the edges, but funny. It was the first time they had performed it all together and the humor was in the same style as Laurel and Hardy's Who's on First skit. One of the performers was a prolific poet and has had a couple of his poems entered into The Library of Congress. Since sign-ups were on the low side that night he also entertained us with dramatic readings of The Night Before Christmas and several of his own works.

The featured act was also entertaining. Carol's voice was a mellow alto and the piano and bass were very nice accompaniment. Her mix of holiday music and selections from The American Songbook was well received.

**Other Events, Clubs, etc.:**

Book Clubs: 16

PTMG Concerts: 57

LEAP ipad classes for visually impaired: 16

Mobile Hot Spots loaned: 10

Proctoring Exams: 1

Pub Trivia: 10

Social work intern: 2

**Individual Assistance**  
**Computer Skills, Job Search, and Inspect Your Gadget: Genesis Jais,**  
**Catherine Folk-Pushee, Laurie Meeske**  
**Total Attendance: 23**

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 featured classes on Word, e-mail and job searching.

**Inspect Your Gadget, report by Genesis Jais**

I am now almost exclusively helping people in Spanish with their gadgets. I was able to help patrons with the following: installing apps, explaining whatsapp and messenger, how to use facetime, sending text messages, taking screen grabs, managing device photos, and adding Spanish language keyboard.

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

Two people who took the citizenship mock interview passed their citizenship interview! One additional person has their interview soon. One of the students who passed was so appreciative that he bought pizza for the entire staff!

The guitar class was very successful and we held a concert at the end for all participants. The audience of 80 people for the recital was composed of children, siblings, parents, grandparents, and guardians. There were two grandparents who travel from South Jersey to see their two grandchildren perform. The waiting list for guitar class for Spring 2019 has 35 people.

**Spanish Computer- 5**

**Citizenship Class- 24**

**Mock Citizenship interview - 3**

**ESL Conversation Class - 33**

**Baby Box Program – 15 boxes were distributed**

**Guitar class – 21 total students between beginner and intermediate classes, 80 attended the recital**



**Report by Keri Adams, YA Librarian, Head of Periodicals**  
**Young Adult Attendance: 35**  
**Outreach to Schools: 61**

**Jerseycat Ills** – 2 received

**YA Books for Adults Book Club** – 12/1/18 – Six of Crows - 5

**Teen Tuesday**

12/4/18 - Half Day Free Play: Video Games/Perler Beads - 17

12/11/18 - Pop Culture Trivia with Kahoot! - 11 (Liz)

12/18/18 - Craft: Penguin Snow Globes - 7 (Keri/Liz)

**Hip Hop Dance Class** (joint program between Kids/YA – headcount added to children's statistics)

12/6/18 - Hip Hop Dance - 10

12/13/18 - Hip Hop Dance - 13

12/20/18 - Hip Hop Dance - 10

**Outreach**

12/6/18 – Booktalks at Hackensack High School – 61 students attended 3 presentations

**1 Volunteer** inventoried **215** books over 1 day

In December, we had our first day of booktalks at Hackensack High School. We had a number of teachers offer extra credit and our attendance was excellent for a first attempt. It was fun to talk about titles that are more appropriate for high school students than I'm unable to bring to HMS. We were less successful in our ability to get students to check out books (only two teens did), but we're hopeful that we can select titles owned by both JPL and HHS so we can offer checkouts without bring as many additional copies. We are hoping to offer this program a few times a year as it takes a lot of time to put together.

**Children's Program Highlights by Head of Children's Services Mari Zigas**

We concluded our 4-week **Hip-Hop Dance** class on the 20th, thanks to the Center for Modern Dance. It was different from our other programming and the kids really had a great time. Hopefully we will be lucky enough to have the group back again for more dancing.

Our **Winter Reading Club** began on the 10th and will run through January 18th. For those that complete the bingo reading sheets, there will be a big party in the New Year which the kids are already excited for. The bingo sheets have different categories of books such as staff picks, Caldecott winners, banned books, and more. It's rewarding to see kids find books that they normally wouldn't read, and opening them up to a whole new range of topics.

This month we had one of my favorite annual events, our **Noon Year's Eve Party**, on the 31st. We took Polaroid pictures of the kids that they glued onto their own 2019 calendars, made sparklers out of aluminum foil and cellophane sheets, enjoyed cookies and juice, and had a dance party until the countdown to noon. I love any kind of family programming so it was really wonderful to see the parents have fun with the activities and photo booth with their kids. The sparkling apple cider for the grownups was a nice touch, too. All in all a great way to end the year!



**December 2018 Social Media Statistics**  
**Report by Elisabet Kennedy, Digital Marketing Librarian**

**Twitter:**

6,887 impressions  
290 visits to page  
11 tweets  
2 mentions  
3 new follower

**Facebook:**

3,968 people reached  
1,306 post engagement  
287 page views  
10 page likes  
10 page followers  
20 page previews

**Instagram:**

@johnsonpubliclibrary (finally devoting time to the platform - numbers increasing steadily)

251 followers  
675 accounts reached  
1,063 impressions

@jplteens  
119 followers  
163 accounts reached  
257 impressions

## **Report from Outreach and Community Relations Librarian, Laurie Meeske**

### **Press**

- Mentioned in an article on Tapinto: “Mayor, Council Ring in Holiday Season at Hackensack Tree Lighting”:
  - <https://www.tapinto.net/towns/hackensack/articles/mayor-council-ring-in-holiday-season-at-hackensack-tree-lighting>
- Article on BCCLS delivery in the Hackensack Chronicle and on northjersey.com:
  - <https://www.northjersey.com/story/news/local/2018/12/13/small-libraries-balk-cost-bccls-delivery-service/2269478002/>

### **Tree Lighting - 12/3**

- This annual event was held on the Courthouse Green in Hackensack. The library handed out free books for kids and library promotional materials, and I made library cards for patrons.
- We distributed 350 books.
- See Mari’s report for photos and additional details.
- Cards: 3
- Newsletter: 13

### **Friends Update**

- I sent out a revised draft of the Friends membership form for review.
- The Friends now have a mailbox set up for them at the Circulation Desk. Dan and Laura Kirsch are approved to pick up the mail for the Friends.
- The Friends President and Treasurer attended a meeting of the Glen Rock Friends on Monday, December 10th. They were able to ask questions and learn about best practices.
- The Friends did not have a meeting in December - the next Friends meeting will be held on Tuesday, January 22, at 5:30pm.

### **Meeting w/ Total Wine - 12/6**

- Dan Kirsch, President of the Friends, and I met with the store manager at Total Wine. Total Wine has offered to make their space available for Friends fundraisers at no cost. After our conversation, they also indicated that they would be willing to provide alcohol for a “Books and Brews” series of tastings. The concept is that JPL librarians would provide some notes about a particular theme/book (for example, Game of Thrones), and the experts at Total Wine would select specific alcoholic drinks and talk participants through the tasting event. The Friends could charge admission, and all proceeds would go the Friends.
- Tentatively, this series could start mid-year in 2019.

## Prom Dress Giveaway

- We have finalized our list of libraries partnering with us for our 2019 Prom Dress Giveaway on Saturday, April 6th, which is being held in cooperation with Operation Prom. The following libraries have agreed to help us collect dresses in February and March:
  - Closter
  - Demarest
  - Glen Rock
  - Old Tappan
  - Paramus
  - Ramsey
  - Waldwick
  - Washington Twp.
  - Wyckoff
- Liz is finalizing the graphics that will be used to promote the prom dress drive. Once they're ready, the graphics will be sent to participating libraries for their PR efforts.

## Professional Development

**Employee Name:** Cathy Folk-Pushee

**Continuing Education Activity:** Guerilla Marketing

**Sponsor:** BCCLS Adult Services Committee

**Date of Participation:** October 3, 2018

**Length of Activity:** 6 hours

- Your library brand should be centered around finding and fulfilling community's needs
- One of the best opportunities to convert people from just trying you out occasionally to raving fan is to make a bad experience right.
- Define the "why" for every space in your library. What problem are people trying to solve in that space?
- Create a heat map of circ stats.
- Use library programs and events to reach strategic goals.
- Get happy sponsors of library events to write endorsements.
- Get a local ad agency to do a public interest campaign poster for you. It makes a good portfolio piece for them and you can put them in windows of local stores.
- Create read-alike boards on Pinterest.
- Offer something of value. For example up to 60% off a local play for library users.

**Employee Name:** Cathy Folk-Pushee

**Continuing Education Activity:** 2018 Adult Services Forum

**Sponsor:** NJLA

**Date of Participation:** October 22

**Length of Activity:** 6 hours

- Keynote speaker on raising funds for the library. Learned that one of the most important things you can know before beginning a fundraising project is think it through very clearly and get buy-in from every level of your organization.
- Genealogy: Helping patrons build their family tree. The State Library has many free resources for researching genealogy including lib guides and other online tools.
- OMG, I'm an Outreach Librarian! Invite local businesses and other organizations who sponsor you in to staff a table during programs.

- Everyday Readers' Advisory. Be ready with suggestions for read-alike authors of the current hot books. Compiled a helpful list of questions to ask patrons when trying to recommend a great book.

**Employee Name:** Laurie Meeske

**Continuing Education Activity:** Keeping Uncle Sam Out of Your Non-Profit Pocket

**Sponsor:** BCCLS

**Date of Participation:** December 4th

**Length of Activity** 3

- Tax cuts and jobs act - most sweeping changes to taxes in over 30 years
- Friends should have policies on how to handle and liquidate stock donations
- Potential donors knowing where their money will go will help encourage them to give
- Acknowledgement letter
  - Your donation is deductible to the fullest extent allowed by law
  - Is 100% eligible for a deduction

**Employee Name:** Michelle Ferreira

**Continuing Education Activity:** REFORMA Northeast Chapter Meeting

**Sponsor :** REFORMA and Passaic Public Library

**Date of Participation:** December 14, 2018

**Length of Activity:** 7 hours

REFORMA is the National Association to Promote Library and Information Services to Latinos and the Spanish Speaking

- The tour of the library really gave me a great concept of how important Spanish patrons are to the library. The library has a whole floor just for Spanish Material.
- Lunch was provided by a vendor company.
- The afternoon was the REFORMA meeting. I learned about different scholarships for Spanish speakers.
- Came up with different ways to raise money for a scholarship for the Northeast chapter. For example, having a fundraising dinner, tricky tray.
- The president of ALA Loida Garcia Febo and the president for REFORMA nationwide Madeline Pena.
- Learned about upcoming events like the Book Buzz. Small Spanish book fair at Random House in NYC. Also Mini conference in May.
- I shared the top children's books by Spanish authors with Mari and Gladys.

## **General Updates**

### *Name Tags*

Library staff will begin wearing name tags in the near future. Most staff will be identified by their first name and department, department heads will have their full name/title listed on the tag. Tags will feature the library's logo and will be worn in the label area.

### *Staff Development*

I am in the process of organizing our Spring Staff Development day for April. I will be applying for funds from Library Link NJ for professional speakers. This may be the last year that the stipend is offered and it needs to be used by April 12<sup>th</sup> (which is the day I am planning for). In addition, I am in touch with the HPD to schedule active shooter training. It would be ideal to do two staff days a year, one in the Spring and another in the Fall. I have also asked staff to submit requests for conferences that they wish to attend.

### *BCCLS Bylaws*

In accordance with BCCLS Bylaws Article 1 Section 4.1.(vi): "Each year at the Board of Trustees annual reorganization meeting, or the equivalent such meeting, the Board President and the Library Director of each member library must sign and file with BCCLS Certification of Agreement that the member library is in compliance with the requirements of membership, the by-laws and the Policies and Procedures of the BCCLS. This signed certification to be submitted no later than March 31st of each year." I've included this in New Business.

### *Miscellaneous*

We've purchased some much-needed equipment, including a snow blower, and are now ready for whatever winter has in store for us.

### *Parking and towing*

We have had numerous issues with unauthorized parking in the staff parking lot. Because we do not have a contract with a towing company, we currently do not have a way to remove vehicles from the lot. Most companies require a contract and signage listing their information before they will tow. I'll be speaking with a few local companies over the next couple of weeks and will select a towing vendor in case we need to tow in the future.

## **Building and Grounds**

Just before the New Year, we received an e-mail from GAF, who guarantees the flat portion of the roof, which included a detailed inspection report. An inspection was done on the roof on 5/17/18 and the report that it generated noted multiple issues listed as "owner responsibility". Apparently these issues need to be corrected before they will do any further work on the roof. Pete, our head of maintenance, had never seen the report, so we are unsure if it wasn't sent or was missed somehow.

Laura suggested asking Anthony Iovino for his preferred list of roofers, and we are now working with Kraft Roofing as well as the mason (C&C Masonry) that the library has used in the past. Meanwhile, the leaks are on-going and staff still need to tarp much of the reference desk during the day.

Our clock motor is finally ready and will be installed shortly.

JPL's fire inspection was completed this month.

*Respectfully Yours,  
Tara Franzetti*