**Director’s Report October 2018**

<table>
<thead>
<tr>
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<th>October 2017</th>
<th>October 2018</th>
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<tbody>
<tr>
<td>Children’s books and magazines</td>
<td>4693</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</td>
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<td>eContent (new Hoopla monthly limit: 4 per mo. ¼ of previous limits)</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>Adult and Children’s Reference/reader advisory/loan assist</td>
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<td>Computer Assistance at Reference</td>
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<td>Adult Internet Usage</td>
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<td>2179</td>
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<td>Children’s Internet, iPad, Game Computers, Word Processing Usage</td>
<td>1386</td>
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<td>JPL’s wireless usage (reports from our routers, hand devices too)</td>
<td>2452</td>
<td>2364</td>
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<tr>
<td>Children’s Program attendance</td>
<td>934</td>
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<tr>
<td>YA and Adult Program attendance (Library &amp; Community)</td>
<td>529</td>
<td>404</td>
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<tr>
<td>Electronic Door Counter</td>
<td>17,366</td>
<td>17,716</td>
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*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 often inaccessible during the day.*

**Acting for Beginners**

*Mondays, 6:30 to 8:30 p.m.*  
*Presenter: Teddy Coluca*  
*Facilitator: Barb Schuit, Attendance: 20*

The group is enjoying the classes so much, they’ve asked to extend it into November. Mr. Coluca is a working actor with coaching experience. He is on The Blacklist, and The Good Cop, and several commercials right now. Mr. Coluca is also associated with The Company, which performs in HACPAC.
Got Medicare?
Saturday, October 6, 1 p.m.
Staff Facilitator: Catherine Folk-Pushee
Presenter: Abel Santana
Attendance: 7
Every year we have Medicare programs, but this was specifically scheduled to help people before the open enrollment began to figure out what they might do when the time comes. The presenter, Abel Santana from Mutual of Omaha, was bilingual so he gave the presentation in English and Spanish which was helpful. He provided overviews of the different parts of Medicare along with Medigap. Since we had a small group he also gave very specific advice according to each person’s situation as long as they didn’t mind sharing their information. Program attendees seemed pretty happy with the program and the personalized advice they received. Abel also brought coffee and donuts which are always well received. (Catherine Folk-Pushee)

Other Events, Clubs, etc.:

Government Benefits for Aging Seniors: 3
Medicare P’s and Q’s: 12
Small Business Development Center: 16
Book Clubs: 36
LEAP ipad classes for visually impaired: 6
Mobile Hot Spots loaned: 7 (updating some)
Social Work Intern: 6
Pub Trivia, October 16, Stranger Things: 22
Cookbook Club: 10, Magnolia Table by J. Gaines

Food for Thought Cookbook next month: Bring it! Tried and true recipes for potlucks and casual entertaining by Ali Rosen.
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.

**Highlight from Catherine Folk-Pushee:**
Two students received multiple job interviews this month. They were both looking for work in the child services sector. I have not heard back yet if anything worked out, but prospects seemed very high for one of them in particular.

**Inspect Your Gadget Report – Genesis Jais**
There are 4 Spanish speaking ladies that consistently come to gadget now, as well as the other regulars that float in and out as they need help month to month. I've been doing mostly Spanish help while Laurie helps the English speaking patrons. Everyone is really friendly and it's really gratifying helping them and feeling like I'm really making a different to them. We've mostly been getting cell phone questions - a lot of iPhones - on basic tasks like deleting photos, signing into email, making phone calls and adding contacts.

**English Conversation, Computer Assistance in Spanish and English, and Bilingual Outreach. Michelle Acosta, Bilingual Library Associate: 152**

- Spanish Computer - 13 people
  - Assist filling out application for bus company - 3 people
  - Teach how to navigate internet - 2 people
  - Create email account - 2
  - Create an account for a background check for prospective job - 2 people
  - Apply for housing section 8 - 4 people

- English Computer - 1 person

- Citizenship Class - 38

- Citizenship Mock Interview - 2 people

  I saw two for mock citizenship interview. Both people passed their interview and are now citizens

- ESL Conversation Class: 38

- Hispanic Heritage Week (October 2- October 6) – How to Cook a Plaintain, Tango Night, Hispanic Heritage Fiesta: 55

For next year, I will only have the Hispanic Heritage Fiesta. Instead of doing a series of events, I would like to focus on other cultural events for example the Asian Pacific Heritage in May or African American Month. Maybe just have something to celebrate the country of India, for example Holi which is celebrated in March. I think the library needs to have more programs of other demographics other than Spanish.
Walking Dead Day, October 13, including Trivia Game, graphic novel giveaways, bandanas, pins, posters, etc. - 5 people

Report by Keri Adams, Teen Librarian, Head of Periodicals  
Young Adult Attendance: 92  
Outreach Events: 51

Jerseycat Ills – 8 received

YA Books for Adults Book Club – 10/6/18 – This is Where It Ends by Marieke Nijkamp - 9

Teen Tuesday

10/2/18 – STEM Games: Toothpick/Marshmallow Sculptures - 13  
10/9/18 - Video Games (Smash Bros) – 23  
10/16/18 – Harry Potter Escape Room – 17 (Keri/Liz)  
10/23/18 – Uno Tournament – 17 (Keri/Liz)  
10/30/18 – Halloween Crafts: Paper Pumpkins and Rice Krispie Treat Monsters – 13 (Keri/Cathy)

Outreach

10/24/18 – Booktalks at Hackensack Middle School – 51 students attended 3 presentations; 26 kids checked out 55 books

10 Volunteers inventoried 1057 books over 6 days

Continuing Education

10/29/18 – NJLA Youth Services Forum

Teen Tuesday continues to be hugely popular this month. The standout event was our Harry Potter Escape Room, which combined more puzzles and clues than ever into a really amazing event (that I’d like to repeat with adults)! Also, a third of the students who attended the Uno Tournament were high school students who we have not previously had much success in reaching for Teen Tuesday programs due to the much larger distance from the high school to JPL as compared with the middle school.
We had our first Booktalk event of the year at the middle school and it was another great success. Over half of the students who attended came back to check out copies of the books. During our second presentation, nearly all of our attendees were bilingual students and Liz, on the fly, translated the booktalks into Spanish for them. Lots of 7th graders returned from last year and we gained a number of new 6th graders as well. Some of the familiar faces I know from summer reading or Teen Tuesday events at JPL which is even more exciting. There were a number of students who signed up but decided to go outside for recess that day, so we’ll have an even larger crowd once the cold weather arrives!

Children’s Program Highlights

Report by Mari Zigas

This month’s Haunted Library was without a doubt the most successful one in my seven years of working at JPL. Due to the overwhelming attendance of last year, this year we were prepared for several hundred kids and required families to pick up wristbands prior to the event that distinguished a specific time for entry. We held four different sessions, with a total of 458 at the end of the night. The response was so positive and the compliments from parents kept coming. I was incredibly happy to see families that weren’t able to make it in last year, grateful that it didn’t deter them from having fun this year.

Haunted Library "Game Area". Total count for all areas of gifts.

On the main floor we had several games: giant bowling (with inflatable pins and ball which the kids LOVED), witch pitch, cauldron toss, ghost toss, pumpkin punch and mummy toss. Kids had passports (included in the beautiful brochures that Genesis Jais made) where they earned prizes for completing the games. We held arts and crafts in the Children’s Room, along with a candy corn raffle. Face painters volunteered from Parisian and of course were beyond popular with everyone. The maze in the lower level did its job by scaring kids and most of the adults. The photo booth this year was probably the best it’s ever been, thanks to Elisabet Kennedy, who created Snapchat filters and worked her social media magic. Westy Storage donated gift bags and Kumon sponsored us as well.

An event this big required multiple hands and I feel very lucky to be able to work with staff who generously gave their time to make it as successful as it was. A very, very big thank you to all of you.
Keri Adams, Teen Librarian, and Head of Periodicals/Document Services Department

Laurie Meeske, Community Relations & Outreach Librarian

Press

- Westy Self Storage sent out a press release on their sponsorship of the Haunted Library. I sent out a special press release on the Haunted Library.

Outreach & Sponsorship

Bergen County Job Fair - 10/12

- Staffed a table with Donna Perkosky of the Paramus Public Library and distributed information about job search and career development resources available through the library.
- Spoke to: 154
- Newsletter: 3

Hackensack Regional Chamber of Commerce General Membership Breakfast - 10/18

- Connected with various representatives from local organizations and businesses, including a possible speaker for an event during Money Smart Week (1st week of April) and a new contact for the Children’s Hospital.
- Spoke to: 21
- Newsletter: 1
Call w/ Amy Glazer of Hackensack Children’s Hospital - 10/22

- Following the Chamber Breakfast, I spoke with Amy Glazer about the possibility of exploring ways to extend library services to hospital patients through initiatives like special library storytimes, etc. She has directed me to Ellen Goldring of Child Life.

BCCLS Friends Breakfast - 10/23

- Several members of the Friends and library staff attended this fundraising event for the BCCLS Scholarship program, including Dan Kirsch, Diane Some, Liz Kennedy, Gen Jais, and myself.
- I helped coordinate the event through my involvement in the Friends Group of the BCCLS Advocacy Committee. The event was sold out highly successful - it featured guest speaker Harlan Coben.
- The Friends of the Johnson Public Library were publicly recognized as a newly formed group.

Friends Update

- I have reached out to other Friends groups for information on financial practices, etc.
- The Friends group has received an official EIN and officially exists! We are still awaiting approval of 501(c)(3) status.
- The Friends are continuing work on their initial setup. An official launch is planned for 2019, with a kickoff event in February. They have accomplished the following:
  - Certificate of incorporation and Tax I.D. number obtained
  - Approval of By-laws with changes suggested at September 24th meeting, i.e. staged Trustee terms and term limits, electronic voting, and requiring the Treasurer to be a board member.
  - Election of Officers: Daniel Kirsch, President, Noelle Frieson, Secretary, Karl Wagenführ, Treasurer.
  - Approval of the retention of Ferraioli, Wielkotz, Cerullo and Cuva, P.A. as accountants.
  - Approval of the opening of a bank account with Greater Alliance Federal Credit Union (Ana Suarez recused herself) and related merchant services account (ProCard solutions) to accept online credit card payments.
  - Mr. Kirsch will seek to obtain insurance through Conklin Kraft
  - Approval of Memorandum of Agreement with Library, and authorization of the President to make changes as he deems necessary after consultation with the Library.

Lions Club Meeting Presentation - 10/24

- I presented at a Lions Club meeting on upcoming library events and distributed library materials to members.
The Lions expressed some possible interest in sponsoring a program or service that is consistent with their goals and values.

Haunted Library - 10/26 & 10/27: Thank you letters have been sent to the sponsors of the event.

BCCLS Advocacy Committee (Friends Section) - 10/5, 10/17

JPL Friends - 10/30, Met w/ Noelle of Friends - 10/5

Donated Curling Ribbon - Life O’ The Party

- Life o’ the Party donated a bag of recycled curling ribbon. The ribbon will be used in an upcoming adult craft event on January 17th: Hackensack Creates...Coasters From Curling Ribbon, which will be presented by Cathy.

LibCal Review - Helped with a local evaluation of a new potential calendar software through BCCLS.

Storyboards from City (Al Dib) - Connected Al Dib with Liz for a special display of storyboards showcasing local and historical sights.

Meet w/ Barb - 10/31 - With Barb retiring at the end of December, I will be taking on some of her responsibilities at least temporarily - this includes room reservations for outside organizations, keeping track of organizations’ certificates of insurance, managing the monthly calendars for security and maintenance, etc. Barb provided me with some general training on these tasks.

Social Media Report, Elisabet Kennedy
Social Media Coordinator

Like last month, this month's numbers are fantastic! The library's social pages are reaching over 14,000 people a month, if not more.

Gen, who manages our digital assets financially, organized 6 ads on Facebook - Walking Dead event, Hispanic Heritage Week, Best of Bergen County Poll, and the Haunted Library. Individually, the ads made it possible for each post to reach over 1,000 people (and in the case of Haunted Library - 2,000 people).

On Facebook, in particular, the number of patrons asking questions is making a steady climb in numbers. I receive and answer questions about programs, registration, library hours, etc. Some patrons feel comfortable
enough to ask questions in Spanish. As a Spanish speaker, I reply quickly and curiously, hoping that it encourages other patrons to ask their questions without hesitation.

Our new social media monitoring system - Later.com makes it possible to schedule creative posts on Instagram on a more regular basis, which leads to the increase of impressions (people seeing our page). I will continue to post creative posts and do research into improving our presence on Instagram.

Statistics:

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

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

Instagram:
@johnsonpubliclibrary
223 followers
147 accounts reached
1,096 impressions

Professional Development

Youth Services Forum
Staff: Keri Adams
Provider: NJLA
Date: October 29, 2018
Length of Activity: 5 hours
- Buzzword: Executive Functioning: incorporating skills into storytime and programs for little ones
- Summer Reading volunteers: tips from East Brunswick Library
- Spark Sessions: Lending Maker Kits and fine free for children and teen items discussed

Employee Name: Laurie Meeske
Continuing Education Activity: How to Write a Thank You Letter That Makes Donors Smile and Want to Give Again! Webinar
Sponsor: Charity HowTo
Date of Participation: 10/9/18
Length of Activity: 90 minutes

Short highlight list (more available upon request)
Donor retention is critical

Acknowledgement vs. thank you
- Best practice is 2 separate pieces of communication - don’t combine in a single letter
  - Acknowledgement letter for tax deductions is IRS focused
    - Send immediately
  - Thank you letter for gift is donor focused

Employee Name: Laurie Meeske
Continuing Education Activity: New Depository Librarians Institute
Sponsor: GPO
Date of Participation: 10/10 & 10/11
Length of Activity: 8 hours

Short Highlight List (more available upon request)

FDLP (federal depository library program) based on 3 principles
- Federal government info products within scope of FDLP shall be made available to Federal depository libraries
- Federal depository libraries shall be located in each state and congressional district
- Federal government info in all media shall be available
- Must link to list of titles as we find them, or the libguides, or catalog the resources
- FDLP Basic Collection (LibGuide) [https://libguides.fdlp.gov/c.php?g=871292](https://libguides.fdlp.gov/c.php?g=871292)

Employee Name: Laurie Meeske
Continuing Education Activity: How to Sell Event Sponsorships - A Step By Step Guide Webinar
Sponsor: Charity HowTo
Date of Participation: 10/3/18
Length of Activity: 90 minutes

Short highlight list (more available upon request)
Process
- Identifying good prospects
- Explaining value of event as marketing opportunity
- Creating effective proposal
- Pricing opportunity
- Closing the deal

BCCLS Information

At the “System Council” meeting on October 25, a super-majority of the cooperative voted for self-run delivery at the cost of $9,000 per library.
Building and Grounds

Flat Roof Leaks
We’ve had several leaks and calls to our warranty company (GAF) and also to the roofer (Paino Roofing) once GAF authorizes his services. We have lost and replaced one computer this year, and we are hoping not to lose the one that the ceiling tiles fell upon on November 6, 2018. We tarp the computers at night, these incidents have happened during the day. Luckily, no one was hurt. Incidents keep occurring and now the roofer is sure it is coming from our HVAC units. HVAC technician is coming November 12 or 13.

Renovation
Anthony Iovino has shared some tentative ideas with the JPL staff who are responding now with their comments and suggestions.

Basement Sprinkler
I have contacted the engineer with whom we are working: Douglas Jones of Turnkey Designs & Engineering (originally recommended city project manager, Wayne Vriesma, who just resigned in November 2018). I have asked him to provide an estimate for his services.

Maintenance- Plumbing
Drainpipe has been repaired.

Verizon ending copper lines November 13
Our Burglar Alarm company (Sound Security) has adapted his control station from a circuit that is being discontinued to a fiber line. There should be no interruption in service, from either Sound Security or the Fire Department (HFD has a direct connection).

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. Pete Lohrmann (maintenance) has called him, and he said he is waiting for word from a manufacturer.

Respectfully Yours,
Sharon Castanteen