### Director’s Report November 2018

<table>
<thead>
<tr>
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<th>November 2017</th>
<th>November 2018</th>
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<tbody>
<tr>
<td>Children’s books and magazines</td>
<td>4350</td>
<td>3664</td>
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<tr>
<td>Children’s media</td>
<td>346</td>
<td>286</td>
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<tr>
<td>Adult books and periodicals</td>
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<td>Adult media</td>
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<tr>
<td>eContent (new Hoopla monthly</td>
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<td>limit: 4 per mo. ¾ of previous</td>
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<tr>
<td>Young adult books</td>
<td>412</td>
<td>376</td>
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<tr>
<td>Periodicals in-house usage</td>
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<td>Microfilm use</td>
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<td>Adult and Children’s</td>
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<td>Reference/reader advisory/loan</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>Children’s Internet, iPad, Game</td>
<td>2369</td>
<td>969</td>
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<td>Computers, Word Processing</td>
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<tr>
<td>Usage</td>
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<tr>
<td>JPL’s wireless usage (reports</td>
<td>540</td>
<td>2190</td>
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<td>from our routers, hand devices</td>
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<tr>
<td>Children’s Program attendance</td>
<td>517</td>
<td>515</td>
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<tr>
<td>YA and Adult Program attendance</td>
<td>143</td>
<td>82 (YA)</td>
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<tr>
<td>(Library &amp; Community)</td>
<td></td>
<td>50 (Adult)</td>
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<tr>
<td></td>
<td></td>
<td>123 (Community)</td>
</tr>
<tr>
<td>Electronic Door Counter</td>
<td>15,898</td>
<td>17,298</td>
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</table>

*Parking and construction are still two major challenges affecting our statistics. However, our door count was strong. Mari notes that not all of the iPad are functioning properly and the AWE computer has been on the fritz, which explains the steep drop in usage for children’s technology.

### December Newsletters

**Adults:** [https://conta.cc/2QsvMVn](https://conta.cc/2QsvMVn)

**Teens:** [https://conta.cc/2DYuHCj](https://conta.cc/2DYuHCj)

**Children:** [https://conta.cc/2RH3es5](https://conta.cc/2RH3es5)
Open Mic Night Featuring Dreena  
November 29, 2017 7 PM to 9 PM  
Attendance: 24
This was a great Open Mic Night. Everything seemed to come together so they we had a relaxed, entertaining night. I was worried when a particular person came in who wanted to perform, but it turned out better than I could have expected. He had called me several weeks earlier to find out more about performing at Open Mic. He explained that he had never performed in front of anyone before, that he had a pretty severe mental illness, and kept repeating that he had no idea what was going on, he had no idea what he was doing. When his time came to perform I cued up the video he wanted, he plugged in his guitar, strummed a few times to tune, and played a few opening chords to get warmed up. Wow! This guy could play! Everyone was pleasantly surprised and entertained. Actually, I have to give kudos to everyone who got up to perform that night, they all performed well.

The featured act was also better than I had expected. Dreena and her band were very good at engaging and interacting with the audience. They were all very comfortable performing in front of a crowd and seemed to enjoy themselves as much as the audience enjoyed their performance (Cathy Folk-Pushee).

Pub Trivia at Poitin Still - Star Wars  
November 20th 7pm  
Attendance: 30
Star Wars Pub Trivia was a grand slam. We had 6 teams. Some of them were regulars, while other were new people who found us by way of (mostly) social media and the Poitin Still's promotions. All together attendance for our trivia was 30 people.

We have had a great partnership with the Poitin Still and will continue to do so next year. We have one more trivia this year, and have already planned half of next year's topic (Elisabet Kennedy).
Other Events, Clubs, and usage:

Book Clubs: 13
LEAP ipad classes for visually impaired: 18
Mobile Hot Spots loaned: 11

**Individual Assistance**

- Computer Skills, Job Search, Catherine Folk-Pushee (23)
- Inspect Your Gadget: Genesis Jais, Laurie Meeske (5)
- Total Attendance: 28

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: Uploading/attaching documents, Google drive, posting on Craig’s List and Zillow.

**Highlight from Catherine Folk-Pushee:**

Another student got a job this month. This particular person has had two part-time jobs for a while, but was looking for something full-time with benefits. I have been helping her navigate the complicated online applications involved when applying to hospitals as she had recently completed training to become a Patient Care Technician. Toward the end of November she let me know that she had been offered a great position at Hackensack Hospital and will begin her new position in early January.

**Inspect Your Gadget Report – Genesis Jais**

November 8 was the only day in November we had patrons attend gadget. Most people needed help with their cell phones, and some needed help with both their phones and their laptops. Some of the topics covered included: How to make a call on whatsapp, signing into wifi, using instagram on an Microsoft phone (which doesn't have an Instagram app available) and configuring iCloud on a patrons iPhone and macbook.

**Report by Keri Adams, Teen Librarian, Head of Periodicals**

- Young Adult Attendance: 81
- Outreach Events: 71

Jerseycat Ills – 1 received
YA Books for Adults Book Club – 11/3/18 – The Perks of Being a Wallflower - 6

**Teen Tuesday**

11/13/18 - Smash Bros - 21
11/20/18 - STEM Games - Make a parachute - 16
11/28/18 - Perler Beads – 10

Hip Hop Dance Class (joint program between Kids/YA – Kids room supervised week
1) – 11/29/18 - 15

Outreach
11/29/18 – Booktalks at Hackensack Middle School – 71 students attended 3 presentations; 86 items checked out to 29 kids!!

3 Volunteers inventoried 769 books over 3 days

Highlight
Booktalks have continued to be a huge success. This month, all but one copy of one book that I talked about in the presentation checked out, and several students were able to check out books from last time that their classmates had returned. We returned back to the library with mostly empty suitcases!

Children’s Program Highlights
Report by Mari Zigas

While November is generally a slow month, we still had great attendance at our programs and continue to get more and more regulars every week.

Music & Movement always brings in a big crowd as the kids can’t get enough of this dance program every Thursday morning, which is pretty much my workout of the week. They warm up with an egg shakers song, do some freeze dancing, bean bag throwing, drumming with rhythm sticks and more. They get a kick out of running under the giant parachute while I get a kick out of reliving my 90s days by playing Lisa Loeb’s “Catch the Moon.” Add that to some scarf action while dancing to Weezer’s cover of “Rainbow Connection” and it’s such a blast. As usual, the parents help us wind down the dance party with some bubbles (so fun)!

Speaking of dancing, the Center for Modern Dance Education started their 4-week hip hop dance class this month and it was a hit. The instructor, Allison Brown, taught the kids basic moves and eventually choreographed an entire dance number for them. I love these kinds of programs, as they get the after-school kids moving and having a great time. I know they can’t wait for the rest of the sessions!
This month in Crafternoon the kids made perler beads (they just can’t get enough of fusing tiny beads together with an iron), painted sceneries on canvas, made balloon animals (taught by the very talented Gavin Godbolt), did origami with Gladys Cepeda, and other crafty activities. My personal favorite was the cards they made for the kids at Joseph M. Sanzari Children’s Hospital in Hackensack. They also picked out their favorite books from a leftover box of giveaways and put together a box for the kids, and some of them even wrote down why that particular book was their favorite. This is our second year sending a package over to the hospital during the holidays and our after-school kids really put a lot of thought and care into them. Makes me one proud librarian mom!

Our weekly story time, Tiny Tots Story Time, is run by Gladys and she always does a stellar job with the books she picks out along with the crafts. This month the themes were bears, Thanksgiving, families and soup. While this one sounds like a very simple theme, the books were hilarious and the craft was ADORABLE - the kids had felt cut-outs of different foods you put in soup and arranged them in their own bowls. Parents constantly compliment Gladys on her craft ideas and I’m lucky to have her!

Gladys also runs our Bilingual Story Time, where she reads the books in English and Spanish, shows a short movie and ends with a craft (same themes as our regular story time). There is so much time and effort that goes into this program and brings both Spanish speaking and non-speaking families together.

Now that Sensory Free Play is run every Tuesday morning, it brings in at least 35 to 40 people every week. We have different stations where kids can play with texturized items (water beads, kinetic sand, etc.) along with a couple sorting stations (pom poms, bear counters, and more). I also set up two inflatable pools (no water) with cut-up foam noodles, giant pom poms and soft plastic balls. I love this program because it gives kids freedom to roam around and experience different sensory activities without restriction.

We were also lucky enough to have three therapy dogs visit us in November: Rodney, Baby Ruth and Brady. The kids can read a book to them, have them do tricks for treats, or just sit with them. All of our dogs are certified and incredibly loving and patient. I have kids who don’t come to any programs come for one of the dogs, and it’s very endearing to see.

Other programs we ran this month include: Video Game Club (one of the most popular after-school programs), Homework Helper (it meets twice a week and involves high school volunteers), Rhythm and Rhyme (a music class for those below the age of 3), and a weekly movie.
While our programs continued to increase in attendance, our monthly computer usage declined significantly since November of 2017. We hope to replace some of our old devices soon in order to bring that number back up! So many kids use our computers, iPads and AWE station that in order to accommodate such a large group we really can’t afford to have any of them broken or being repaired. It says a lot about how much they rely on our services and I’m forever grateful that we can provide a fun, safe space for our community’s children.

Outreach and Community Engagement
Laurie Meeske, Community Relations & Outreach Librarian

Press

- Mentioned in an article on Tapinto: “Mayor, Council Honor Retiring Librarians”
  - https://www.tapinto.net/towns/hackensack/articles/mayor-council-honor-retiring-librarians
- Article in the Hackensack Chronicle on Barnes & Noble’s move (see below for information on the donations we received due to this move):

Shuttle

- After seeing the article in the Hackensack Chronicle on the new Hackensack shuttle, Sharon spoke with the Transit department and confirmed that the library will be a stop on the route once the construction surrounding the library is completed.

Spanish Adult & Teen Calendar
• After months of making the due dates for events earlier, we completed the monthly adult & teen calendars far enough in advance that we had time to translate them and produce a Spanish version for distribution.
• Many thanks to Michelle for translating the calendars!

**PR Materials Organization**

• After speaking with Mike, I created a binder that will hold the templates for all of the flyers & promotional materials that we print in-house. After printing copies, Mike will put the original template into the book for easy access. This way, the templates will be located centrally and Mike will be able to quickly find them if additional copies of flyers, brochures, etc. need to be printed for outreach events, general distribution, etc.

**Outreach & Sponsorship**

**Library Awareness Day - 11/7**

• 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
• New cards: 2
• Newsletter: 15
• Dates set for Library Awareness Days next year.
• We also discussed working together to put together a LibGuide/lesson plan about the library for teachers & students.

**Prom Dress Giveaway**

• I’ve begun reaching out to libraries that may be interested in partnering with us for our 2019 Prom Dress Giveaway on Saturday, April 6th, which will be held in cooperation with Operation Prom. So far, the following libraries have agreed to help us collect dresses:
  ○ Closter
  ○ Demarest
  ○ Glen Rock
  ○ Old Tappan
  ○ Washington Twp.
  ○ Wyckoff

**Friends Update**

• The Friends met on Tuesday, November 27th at 5:30pm.
• Tara was introduced to the Friends Board.
• An account at the Greater Alliance Federal Credit Union has been opened with President Dan Kirsch and Treasurer Karl Wagenführ as signers. The Friends are also going to look into accepting credit card payments using Square.
The Friends worked on a membership form, selected a mission statement, and revised plans for a kickoff event on Sunday, April 7th to correspond with National Library Week.

Dan and I will be meeting with the manager at Total Wine to discuss future programming possibilities.

Tonya Bryant has resigned from the Friends Board.

The Friends Treasurer and President will be attending a meeting of the Friends of the Glen Rock Library on Monday, December 10th.

The next Friends meeting will be held on Tuesday, January 22, at 5:30pm.

Miscellaneous

Donated Books & Furniture - 11/14-11/16

- The large location for Barnes & Noble is being shut down and reopened at a smaller location. As part of this, we were given the opportunity to retrieve many donated materials. These donations include furniture (cafe-style tables and chairs, display pieces, etc.), display fixtures (acrylic shelving & stands), and books. This represents thousands of dollars worth of materials that we were able to retrieve for free.
- Many thanks to everyone else who helped pick up the materials from Barnes & Noble, including Pete, Tony, and Cathy.
- Sent out Thank Yous to the folks who helped make this donation possible, including Joe Cacciatore of The Shops at Riverside, Jan McBride of the City Manager’s office, and Rich Oswald and Shannon Finer (his district manager) of Barnes & Noble.

Shifting Project

- Cathy and I have begun a shifting project in the upstairs adult nonfiction section. The goal is to shift the collection so that we can integrate the materials from the 700s room into the rest of the nonfiction collection. This will free up the 700s room for other purposes, and it will improve the patron experience by consolidating all of the adult nonfiction into one location.

Transition with Barb

- I began taking on some of the meeting room scheduling - once Barb leaves, I will be responsible for overseeing this process.
- I also created the maintenance/security calendar for December - I’ll be taking this on going forward.

Sharon & Barb's Retirement Gala

- I helped Sunshine with general room setup and preparations for the retirement party.

Social Media Report, Elisabet Kennedy
Social Media Coordinator

This month was a slow one. With a slower programming schedule, Thanksgiving, and no boosted posts, the pages are consistently viewed, but on a lower scale. This is rare, again because of the "no boosting" procurement card halt, but numbers are great for a slow programming month.
Our Twitter numbers are great this month, as are Instagram. Instagram, in particular is showing increased visibility and an increase of new followers on our account. At the Publisher's Weekly, Marketing event I attended earlier this month, the panel discussed promotion on Instagram, how to involve the community and how important dedicating time for creative posts is. I made a connection with a well-known "bookstagram" account, who followed our library account and talked about a possible collaboration to showcase the library's services and events! It was fantastic to see both the book publishing world and the social media profession intermingling.

Much like last month, we still receive a steady stream of questions on Facebook about our programs. These questions are always answered and readily monitored.

Statistics:

Twitter:
5,313 impressions
277 visits to page
10 tweets
2 mentions
2 new follower

Facebook:
1,368 people reached
635 post engagement
262 page views
13 page likes
13 page followers
262 page previews

Instagram:
@johnsonpubliclibrary (finally devoting time to the platform - numbers increasing steadily)
241 followers
389 accounts reached
525 impressions

@jplteens (fairly new account)
116 followers
113 accounts reached
154 impressions

Professional Development

Employee Name: Gladys Cepeda and Mari Zigas
Continuing Education Activity: Youth Services Committee’s “Shake it Up Boot Camp”
Sponsor: BCCLS
Date of Participation: Friday, November 9th 2018
Length of Activity: 4 hours
• Viewed various presentations on different kinds of programs and how to improve those that need help.
• Some new ideas that we took away: graphic novel book club, adding more STEM programs, Special Olympics, tween trivia night, songs that encourage diversity at story time.
• Looked at book lists and ways to update our non-fiction collections: books that deal with grief/depression, suicide, school shootings, mental health etc.
• Learned about best practices in public relations/marketing: how to make a flyer presentable and catchy, know your audience, how can we better advertise in our building.

**Employee Name:** Mari Zigas  
**Continuing Education Activity:** Our Patrons Experiencing Homelessness - How Libraries Can Help  
**Sponsor:** BCCLS, The Diverse and Underserved Populations Committee  
**Date of Participation:** Thursday, November 8th 2018  
**Length of Activity:** 3 hours

• Learned about the statistics of homeless people: youth and LGBTQ especially.
• Gained information on who to contact and when (police, Bergen County Housing, Health and Human Services Center).
• Given an abundance of resources to better serve our homeless population: legal aid organizations, local community centers, Children’s Aid and Family Services, etc).
• Viewed and shared our library experiences and discussed ways to improve them.

**BCCLS Information**

Director’s Salary Survey complete; will attend first System Council on December 13th.

**Building and Grounds**

**Roof Leaks**  
Our roof leak issues are unfortunately ongoing. We have had two more instances of the roof leaking, now near where the “old” and “new” roofs meet. Paino roofing claimed to have fixed the problem during a visit towards the end of the month, but the roof leaked again on December 1st after closing. We fortunately did not lose any equipment, though the reference desk printers did get wet. Paino was notified and staff will continue to tarp the area at night just in case. Once all leaks are repaired, maintenance staff will replace damaged and stained ceiling tiles. I have asked Paino to do a thermal scan of the roof to ensure we aren’t missing any spots. We have also contacted Badger Roofing, who holds the warranty for the “slate” roof, for them to come out and do an inspection.

**Renovation**  
Laura, Tara and Keri will be meeting with Anthony Iovino on December 12th to discuss the renovation and provide feedback and suggestions from staff.

**Basement Sprinkler**  
Douglas Jones of Turnkey Designs & Engineering has provided an estimate of $5750.00 for engineered drawings, which are necessary to complete the project. According to the State Library, these plans should be enough to apply for grant funds as well.
Verizon ending copper lines
Update as of 12/3: Verizon will be conducting a site visit early in the New Year before completing this transition. During the visit, they will show staff how to swap out the battery in case of an extended power outage.

Tower Bells
Pete Lohrmann (maintenance) has called the clock builder and we are still waiting on an estimate for when the motor will be replaced.

Respectfully Yours,
Tara Franzetti