

Director's Report January 2019

	January 2018	January 2019
Children's books and magazines	3,822	3,742
Children's media	277	225
Adult books and periodicals	3,125	3,356
Adult media	1,956	2,109
eContent (Hoopla limit: 4 per mo.)	1,041	1,010
Young adult books	305	375
Periodicals in-house usage	144	61
Microfilm use	85	50
Reference Questions	1,648	1,577
Computer Assistance at Reference	571	615
Adult Internet Usage	2,053	1,897
Children's Internet, iPad, Game Computers, Word Processing Usage	1,033	767
JPL's wireless usage (reports from our routers, hand devices too)	2,234	2,300
Children's program attendance	395	461
YA and Adult Program attendance (Library & Community)	374	Adult: 185 Teen: 55 Community: 28 Total: 268
Young Adults Programs, incl. Outreach	128	127
Electronic Door Counter	15,551	17,667

****Please see new statistical documents, attached, for complete details on usage and attendance.****

Newsletters:

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

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

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

Adult Program Highlights

Cookbook Club Monday January 14th

6 people

This month's selection was Food for life: delicious & healthy comfort food from my table to yours! By Laila Ali. I picked this book because I was interested in the healthy comfort food part. Also, I knew of Laila Ali and was interested in diving in to her cookbook. The cookbook was generally well received, especially by one of our patrons who has a gluten intolerance. Ali does a fantastic job of offering a lot of "swap it"/"lighten it" options. The meeting was attended by 6 patrons (myself included). As per usual the ladies outdid themselves. We sampled such scrumptious dishes as Curried carrot and sweet potato soup, Edamame succotash salad, Smoky shrimp cobb salad with citrus dressing, Curried carrot and sweet potato soup, Oven "fried" chicken wings, Roasted veggies, Coconut black rice, as well as Cardamom spice baked apples. The soup recipe was duplicated, however both dishes tasted completely different. Everyone enjoyed discussing how varied the results were.



Next month's cookbook is Once upon a Chef : the Cookbook by Jennifer Segal. We'll be meeting Monday February 11th at 7:00pm in the auditorium.

Hackensack Creates...Coasters from Curling Ribbon-Thursday, January 17

7 people

This craft was a little tricky. Attendees enjoyed it, but it took longer than expected to make the coasters. Gen and Laurie invited participants to take home some ribbon so they could keep working and bring it back to varnish.

Clear the Clutter in 2019-Tuesday, January 22

Jamie Novak-Presenter

16 people

Jamie is always a great speaker. She has so many clutter-clearing strategies to offer along with plenty of sympathy and humor. She understands why people may be reluctant to get started decluttering their lives or to let go of certain things and gives support to those areas in particular.

Open Mic Night Featuring The Dog Show-Thursday, January 31

17 people

I was worried no one would attend because of the bitter cold but we ended up with a decent crowd including some new people which is always nice to see. The featured act was very funny and even got asked to do another sketch as an encore.

Individual Assistance

**Computer Skills, Job Search, and Inspect Your Gadget:
Genesis Jais, Catherine Folk-Pushee, Laurie Meeske**

31 people: Word=10, PowerPoint=1, Resume/Cover Letter=4, Job Search=6, Basic=1, Email=4, Other Topics=5 (Google drive, letter writing, interview prep, PayPal, Craigslist)

Highlight from Cathy: It might sound funny, but I enjoy helping people prepare for interviews. This month I assisted a woman who is hoping to find full-time after caring for her young children and working part-time. She is also hoping to switch careers. I gave her some advice on how to answer typical questions as well as some questions of her own she should consider asking. Finally, I suggested that she do some research on the company and on the typical salary for the position so, if appropriate, she could negotiate a reasonable salary.

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

Spanish Computer- 8 people: 2 resume review, 2 Rosetta Stone, 1 USCIS resource website, 2 how to navigate computer/internet, 1 how to navigate iPad.

People love the fact that we have Spanish computer classes. They also love the fact that the class can be bilingual. Learning computer lingo in both languages is an important key to their success.

Mock Citizenship interview - 4 people

For the whole month of January I met with people to practice their naturalization interview. It is a great simulation for them to prepare, break the ice and calm the nerves. All four people passed their naturalization interview.

Baby Box Program – 16 boxes

Spanish Adult Collection

With the help of Keri, Teen Stickers were added to YA Spanish Books. I became aware that ESL Hackensack students need to read a book in their own language, so adding the TEEN sticker made it easier for them to find what they needed.

**Report by Keri Adams, YA Librarian, Head of Periodicals
Young Adult Attendance: 55
Outreach to Schools: 72**

Jerseycat Ills – 3 received

YA Books for Adults Book Club – 1/5/19 - Children of Blood and Bone by Tomi Adeyemi - 6

Teen Tuesday

1/18/19 - 8 Player Smash Bros. - 16

1/15/19 - Half Day Movie: The Darkest Minds - 16

1/22/19 - Hyperactive Trivia - 12

1/29/19 - Craft: Rainbow Scarves - 11

Outreach

1/9/19 - Booktalks at Hackensack Middle School - 3 presentations, 72 students attended; 87 books checked out by 28 students

1/17/19 - **“We Need Diverse Books”** - Special Presentation for Bergen County English/Language Arts School Supervisors at Hackensack Middle School

For Teen Tuesday, we did a unique craft and made no sew rainbow scarves. The students were able to cut colorful circles out of fleece and connect them to form a soft, beautiful scarf. Some of the teens chose different colors, as well. The craft itself wasn't very challenging but getting the yards of fleece prepared took a lot of time - thanks so much to Laurie for her fabric expertise and help!



In December, when I was booktalking at the high school, the English Department Supervisor, Roseanne Cavallo, was looking at the titles I had brought with me and mentioned that they would be perfect for her next English/Language Arts Supervisors meeting because they would be talking about diverse books. I offered to put together a presentation for her and she gladly accepted. In January, I was able to present over 90 different book titles geared toward students in Grades 5 all the way up through 12th to a group of ELA Supervisors from about 10 different Bergen County towns. The books featured characters from different racial, ethnic, and religious backgrounds, as well as LGBTQ titles. I encouraged them to think not only about books that are in their curriculum but which titles are used for class read-alouds, which ones are suggested books for choice reading, and which can be included

in classroom libraries and school media centers. The lists were well-received and led to interesting discussions about how they have taught certain titles I mentioned with success.

Children's Program Highlights by Children's Librarian Mari Zigas

This month we celebrated our first ever **Winter Reading Club** party! We ran crafts, watched *Ice Age* and had an ice cream sundae party. While the numbers for this program are nowhere near the hundreds of the Summer Reading Club, this is now our second year running a winter one and I have high hopes that the attendance will keep increasing.



Sensory Play has turned into our biggest weekly program, averaging around 30 attendees every Tuesday morning. Multiple sensory stations are set up all around the Children's Room, allowing children ages 0-5 to experience different textures and materials like water beads and kinetic sand. The sorting stations are also loved, and the kids have a great time sorting counters, pom poms, magnetic letters and geometric shapes. Due to the high increase in attendance, I have recently added sensory blocks and fidget toys. I also hope to incorporate foam building blocks soon.



January was also a huge month for visiting groups. Both the **Union Street School for the Hearing Impaired** and **YCS George Washington School** came three times, the **Hackensack Middle School's special needs class** came once, and we had a special story time and craft for the **Teaneck Community and Charter School**. As of this month we also host five high school volunteers from **Hackensack's SCOPE program** and the **Friendship House's ACE program**. It feels really good to be able to provide a warm and welcoming place for people of all different abilities, and we are extremely lucky to have them.



January 2019 Social Media Statistics
Report by Elisabet Kennedy, Digital Marketing Librarian

Social media platforms are performing well. Impression and reach are in the thousands for our Facebook and Twitter. I have several campaigns planned for the year, some more passive and some outward facing. Later.com is a true asset and will become even more so once I focus my attention toward Instagram. Now with the equipment in hand, I can take better photos, launch campaigns and schedule stories (which do well in our community). I hope to create more engaging content within the Instagram stories that reach over 400 accounts a month.

Twitter:

9,960 impressions
402 visits to page
8 tweets
7 mentions
766 total followers
9 new followers

Facebook:

5,204 people reached
1,087 post engagement
278 page views
1,618 total likes
15 new page likes
17 new page followers
23 page previews

Instagram:

@johnsonpubliclibrary
257 total followers
6 new followers
364 accounts reached
987 impressions
480 "story" impressions
431 "story" reaches

@jplteens
120 total followers
1 new followers
88 accounts reached
165 impressions

Report from Outreach and Community Relations Librarian, Laurie Meeske

PR

Gale Analytics on Demand

Before our subscription to Gale Analytics on Demand ended, I pulled as much relevant information, statistics, and charts as possible from the software - this includes information on resident interests, demographics, geographic areas of high/low usage, etc.

Outreach & Sponsorship

Westy Storage Sponsoring Beatles Event on 4/10

Westy Storage of Hackensack has agreed to sponsor the Beatles: The Beaginnings event on 4/10 at 7pm by providing refreshments, including coffee, tea, and a fruit bowl or cheese plate.

Friends Update

- On January 3rd, Gen and I met with Dan Kirsch, President of the Friends, to discuss options and logistics for a new website for the Friends.
- The Friends Board met on January 22nd and continued working toward their official launch. A programming sub-committee was established, and the Friends now aim to officially launch in the summer - date TBD. The Friends requested a list of top wish list items from the library to fundraise for.
- I wrote thank yous to the initial individuals who made donations to the Friends. The Friends will take responsibility for writing thank yous going forward.
- The next Friends meeting will be held on Tuesday, February 26, at 9am.

Ciarco Center

- I staffed a table at the Ciarco Center for Library Awareness Day on January 23rd; 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.



- I gave a tour of JPL to 22 individuals from a class at the Ciarco on January 29th. The tour included a general overview of library services, as well as how to get a library card.

Hackensack Collaborative Outreach Meeting - 1/16

In addition to bringing relevant information back from the meeting, I also had the opportunity to speak about library developments and services. I spoke about Tara's appointment as JPL's new director, and I distributed flyers on some of our upcoming events and ongoing services, including our social work intern, the Blood Drive, the Know Your Rights sessions, and the ongoing Veterans Benefits Information sessions.

I also informed attendees about the computers we reserved at the library for Section 8 applications during the enrollment period, and I promoted the upcoming Prom Dress Drive & Giveaway - several attendees asked about donating dresses and promise to help spread the word, and HABC included information about the event and my contact information when they sent out their minutes from the meeting.

Gineen Brady, the Assistant to the Director at HABC, also approached me to ask for assistance in starting a book club at HABC. She was interested in getting book recommendations and possibly borrowing books for club members. We have been in communication about how the library can support her club - we have offered to give her recommendations, and we are exploring the possibility of creating a special card for HABC to use for the club.

Main Street Alliance - 1/29

During this meeting, I distributed flyers regarding upcoming library events and services to attendees. Patrice Foresman, Executive Director of the Main Street Business Alliance, also agreed to send out an email through her mailing list to help promote the upcoming Blood Drive. Patrice, Tara and I are also working to schedule an additional meeting to talk about other ways that we may be able to work together in the future.

Miscellaneous

Room Reservations

- I continued to work toward streamlining the room reservation process with external organizations. I'm still trying to collect applications for all of the organizations that have reserved our rooms in 2019 and to ensure that all relevant payments are collected.

Donated Materials from Barnes & Noble

- We have moved a table and two chairs up on the mezzanine to make browsing the nonfiction collection more convenient for patrons. I had assisted a patron with some mobility challenges at the reference desk, and she commented on how the lack of chairs upstairs made it difficult for her to browse the collection for materials - she had to go upstairs to find a book, then take it downstairs and sit at a table to see if it was of interest, then go back upstairs to look for another item, and repeat. Hopefully adding the table and chairs upstairs will make it easier for patrons to use the nonfiction collection.

Calendars - LibCal Migration & Training

Last year, BCCLS made the decision to change the online calendar product that they provide to their members. On January 3rd, Gen and I attended training on LibCal, the new product that replaced Evanced, our previous public-facing online calendar. There were some communication and timing

challenges with this migration due to extenuating circumstances at the BCCLS office - we had a short amount of time to retrieve our information from Evanced, and we were not provided with a clear date of when the Evanced calendar would become inaccessible. Once we had been trained, I migrated the events that we had entered into Evanced and YARooms, the product we were using to manage our room bookings. Fortunately, we were able to retrieve all of our events from Evanced before the software was discontinued.

To streamline the calendar and room-booking process, a decision was made to eliminate YARooms and solely use LibCal going forward. We also eliminated the maintenance/security calendar that I had been creating monthly. Instead, weekly calendars will be printed out from LibCal and maintenance will receive a monthly summary sheet with room setup information. Gen and I also created a list of standard room setup templates to make the room booking process faster, easier, and more clear. All of these changes will make the overall process less time-consuming and will have the added benefit of keeping the posted calendars more up-to-date with last-minute schedule changes.

Gen and I put together a reference manual for staff on how to work with LibCal, and we held a training session for relevant staff on January 16th.

Professional Development:

Employee Name: Michelle Ferreira

Continuing Education Activity: Book Buzz

Sponsor: REFORMA

Date of Participation: 1/18/19

Length of Activity: 6 hours

- Become familiar with new Spanish titles for the year 2019.
- Share with the children's Department new books that will be a trend for the year 2019. Gave them catalogs and the presentations for new books
- Learned about new vendors and publishing companies, for example a publishing company from Cuba
- Publishing companies like Random House and Vintage Español were giving away free new books. I was able to get 10 new books for the Adult Spanish collection and one children's book.

Employee Name: Keri Adams

Continuing Education Activity: Mock Awards

Sponsor: BCCLS

Date of Participation: 1/11/19

Length of Activity: 2.5 hours

- Discussed shortlisted titles which we believed might win the American Library Association's Newbery, Caldecott and Printz Awards
- Successfully predicted the Printz Award!

Employee Name: Elisabet Kennedy

Continuing Education Activity: Maker FunConference

Sponsor: BCCLS

Date of Participation: 1/25/2019

Length of Activity: 3 hours

- Explored the Maker Tech that libraries are incorporating in programming
- Was able to sample different technologies and ask librarians about troubleshooting techniques
- Interact with librarians at a break-off session focused on Adult Programming

General Updates

Updates on pending projects

- Nametag proofs were included in your packet. They have been ordered and should be here shortly. Once they are in use, I will begin formally allowing staff to have a relaxed dress code on Fridays and Saturdays – they may wear a JPL or literary shirt with neat/nice looking jeans along with their nametags. I plan to order new staff shirts and have them ready for Staff Development Day.
- Staff Development Day has been planned – we will have Active Shooter Training in the morning, a break for lunch, and then a workshop on providing library services to folks on the Autism Spectrum. The day will end with chair yoga class (for much needed relaxation!). I was able to arrange all of this professional development at no cost.
- We have selected A+ Automotive of Hackensack as our towing vendor. Many companies no longer support the sort of arrangement that we would need as they do not have a lot to store towed vehicles. Wayne, the owner of the company, will hang a sign on the side of the building soon stating where towed vehicles have been moved to. This way, if we need to tow, we will be ready. There is no cost to the library for this service.

Staff updates

We have hired two part-time bilingual monitors. One hire was to replace a vacant position and one was the new position that the Board agreed to create earlier this year. I am proud to say that one of the new staff is really a returning staff member who is now interested in attending library school thanks to their previous experience working here. Over of a quarter of JPL are now bilingual. I expedited the hiring process because we were notified during the last week of January that Civil Service is eliminating the job title of “MONITOR”, and to hire them with that title, they had to be entered into the system by February 4th. Civil Service had previously done away with the title “PAGE” and we are unsure if it will be replaced with anything. Our only other option going forward is “LIBRARY ASSISTANT”, which has different requirements and demands a higher salary. Current monitors are grandfathered.

Tony, maintenance, is doing a great job in his new full-time position. He has stepped up to cover security on evenings that the regular security staff needed off, which has saved us in overtime. He is a hard worker and we are so thankful to have him full time.

BCCLS/State Library updates

I am currently working on the New Jersey State Library Survey (State Report). We are also still waiting to hear from the State Library about a timeline for the construction bond/grant program. I will be attending a workshop for new library directors at the State Library on February 20th and 27th. Many laws have changed since I last worked as a director in the state so I feel it will be helpful.

The switch over to BCCLS-run Delivery is set for June 30th.

The BCCLS office will be re-locating to Fair Lawn over the next couple of months.

I am working with several other BCCLS Directors on a presentation to the Workforce Development Board, which will take place at Bergen Community College on February 14th. The presentation will highlight what public libraries are doing to support those seeking employment, and how we can work together to better share resources.

Building and Grounds

I am so happy to report that the refurbished motor has been installed and the library's beautiful clock and chimes are working again!

I have been collecting quotes for various projects around the building: painting, stripping and re-waxing of the Main Street entrance foyer, and electrical projects. There are two electrical projects that we will be completing sooner rather than later: removing a shelf that has an outlet attached in the Children's Department and mounting a TV on the wall, and adding two LED fixtures on the Moore Street side of the building for better visibility at night. I will wait on the other projects until we have a better idea of what our municipal appropriation for 2019 will be.

Kraft Roofing, previously mentioned as a suggested roofer by Mr. Iovino, has been doing a great job completing the "owner responsibility" items listing in the roof warranty inspection. We hope to be near the end of the road with the leak situation.

We had one issue pop up during our last bed bug inspection, so I asked that vendor to return to following week to re-check and treat. We haven't had any additional issues since.

*Respectfully Submitted,
Tara Franzetti*