

### Director's Report February 2019

	February 2018	February 2019
Children's books and magazines	3485	3,752
Children's media	228	276
Adult books and periodicals	3006	2,954
Adult media	2018	1,881
eContent (new Hoopla limit: 4 per mo.)	996	1,141
Young adult books	278	388
Microfilm use	74	24
Reference Questions	1722	1,404
Computer Assistance at Reference	672	594
Adult Internet Usage	1966	1,722
Children's Internet, iPad, Game Computers, Word Processing Usage	1086	705
JPL's wireless usage (reports from our routers, hand devices too)	2255	1,978
Children's program attendance, includes guitar classes/concert, and class visits	444	417
YA and Adult Program attendance (Library & Community)	398	310
Young Adults Programs, incl. Outreach	104	27
Electronic Door Counter	16,747	17,543

**Newsletters:**

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

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

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

**ADULT PROGRAM HIGHLIGHTS**  
Reports by Cathy Folk-Pushee unless otherwise noted

**Florian Schantz Jazz Combo, February 9**

For a cold February day we had a decent turnout for this concert. Teenage Florian and his family (mostly) band put on an interactive and high quality event.

**Cookbook Club, February 11th - Report by Gladys Cepeda**

This month's selection was Once upon a chef : the Cookbook by Jennifer Segal. I picked the cookbook because I liked the name and felt it went well with the theme of Valentine's Day. The cookbook was well received; the ladies loved it so much that they have requested that I use the cookbook again at some point next year. The meeting was attended by 9 patrons (myself included). I know I say it every time but they ladies outdid themselves again; we had enough patrons attend that we were able to enjoy a full meal! We enjoyed delectable dishes such as: nutty wild rice salad with dried cranberries, apples, and orange vinaigrette, garlic roasted and herb roasted baby potatoes, Joanne's refrigerator dill pickles, butter - braised brussels sprouts with shallots, curried roasted carrots, cauliflower puree with thyme, creamy grilled lemon chicken salad, spanakopita rolls, Persian kofta with tzatziki, and for dessert blueberry scones with tart lemon glaze, and luscious lemon squares.



Next month's cookbook is Margaritaville, the cookbook : relaxed recipes for a taste of Paradise by Sernaglia, Carlo. We'll be meeting Monday March 18th at 7:00pm in the auditorium.

**Hackensack Creates...Tissue Paper Flowers, February 14**

This was a fun craft with dramatic results for not a whole lot of effort. I had a couple new people which is always good. Two attendees struck up a conversation and exchanged contact information which was really nice to see.

**Songs on the Road to Freedom, February 21**

I was so disappointed with the turnout for this program! It was so good and relevant to Black History Month and just history in general. The performer was top notch and very entertaining as well as enlightening. I wish more people could have been there.

**Open Mic Night Featuring The Zydeco Revelators, February 28**

We had so many people sign up to perform this night we couldn't fit them all in! It was a good problem to have. I invited the one gentleman who did not get to perform back next month and told him we would get him in for sure. The featured band was very high energy and fun. The audience was up on its feet dancing and clapping.

**Individual Assistance**  
**Computer Skills, Job Search, and Inspect Your Gadget: Genesis Jais,**  
**Catherine Folk-Pushee, Laurie Meeske**  
**Total Attendance: 21**

Excel: 4, PowerPoint: 2, Word: 4, Resume: 2, Email: 3, Facebook for business: 1, smart phone: 4, how to write an essay: 1.

**Highlight from Cathy:** I had a couple particularly interesting sessions this month. One was with a woman who started her own cleaning business last year and wanted to know more about how to promote it on Facebook. I gave her some basic tips and pointed her toward the facebook for business section of the site for inspiration and tips on how and when to post. The second student was a man in his early 50s who decided to go to college so he could achieve his dream of owning his own landscaping business. His school is online and he has had a steep learning curve, but has made huge progress. Figuring out how to structure an essay and what to include in it was stumping him, though. I went over the basic parts of an essay, different types of essays, and how to organize his thoughts before even beginning to write. I also brought down some books on writing and grammar and he ended up checking out all three.

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

**Spanish Computer Classes**

In total this month I saw 11 people. I had 8 people calling me about printing papers to do their income tax. People who claim unemployment benefits need to make a profile online to print out a form to claim their income tax refund. 6 of those 8 people did not have an email so we had to start out by making an email. We then made a profile, which was very tedious, and printed out the form. This process takes 45 minutes and people appreciated this so much. 1 person needed her credit score so I showed her how to could obtain it online for free.

3 people needed assistance with getting to know their device in Spanish.

**Citizenship Mock Interview**

There were 4 people practicing for their naturalization interview. 3 of those people passed and obtain their citizenship. One person did not pass because there was language issues. This person will get another chance. I am seeing this person once a week till the next appointment.

**Know Your Rights February 16**

16 people were present for program. The Northeast New Jersey Legal Services volunteer presenter was Ada Torres. She has given free immigration consultations at the library. She was happy to explain to people different process of immigration. Most people had questions about how to become a citizen and the legal aspect of it. I am in the talks with NNLS to host a free citizenship clinic.

**Blood Drive February 23**

There were 40 people registered. 23 people were present.

Below is the message from Red Cross results.

“We were able to collect 20 pints of lifesaving blood on a goal of 27 pints. That’s approximately 60 lives saved – amazing work. Below is a breakdown of your results. Also, I would love to work with you again on another event, thank you – we are currently booking for May-December 2019. And 2020 as well! Please let me know what would work best for you!”

Goal: 23

Donors Presented: 23

Donors Deferred: 1

Pints Collected: 20

### **Citizenship Mock Interview**

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**Report by Keri Adams, YA Librarian, Head of Periodicals**  
**Young Adult Attendance: 27**  
**Outreach to Schools: 0**

**Jerseycat Ills – 7 received**

**YA Books for Adults Book Club – 2/2/19 - The Astonishing Color of After by Emily X. R. Pan - 6**

### **Teen Tuesday**

2/5/19 - Video Games, Board Games, Laptops - 11

2/12/19 - SNOW CLOSING

2/19/19 - FEBRUARY BREAK - No Teen Tuesday

2/26/19 - Uno Tournament - 16

February was a quiet month for Teen Services. Due to a 5 day February break, the schedules at the schools were too packed to hold a booktalk event at either the middle school or high school. One of our Teen Tuesday events was cancelled due to snow. The teens were very enthusiastic about our UNO tournament, which makes me glad that we've selected that as our summer reading kick off event.

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

This month we held our second annual **World Read Aloud Day** on February 1st. Tara Franzetti, Laurie Meeske and Cathy Folk-Pushee read their favorite picture books to a small but enthusiastic group of toddlers: *Trashy Town*, *We Are in a Book!* and *In the Ocean*. Afterwards the kids made their own bookmarks and reading crowns, à la *Where the Wild Things Are*. I love this event, as simple as it is, because it celebrates the love of reading plus it's always fun to have guest readers!



While February tends to be a quiet month, our morning programs were still well-attended and the need for more volunteers at Homework Helper kept growing.

Next month we look forward to celebrating Dr. Seuss' birthday at our annual Read Across America event and NJ Makers Day, which brought in over 300 people last year.

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

Twitter:

9,056 impressions  
387 profile visits  
7 tweets  
7 mentions  
5 new follower

Facebook:

5,520 people reached  
856 post engagement  
457 page views  
16 page likes  
18 page followers  
26 page previews

Instagram:

@johnsonpubliclibrary  
276 followers  
235 accounts reached  
468 impressions

@jplteens (fairly new account)

122 followers  
119 accounts reached  
164 impressions

Burbio

1662 impressions

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

### **PR & Marketing**

#### **Marketing Changes**

- The Marketing Committee met several times to discuss changes in our general PR strategy and process. Going forward, all flyers are being made by the marketing committee (Gen and Liz) and will use consistent branding that will be readily recognizable as associated with JPL. Instead of printing out many black & white copies of flyers, we will focus on the monthly English and Spanish language calendars as our primary handouts. This should reduce our overall paper and ink use, which may allow us to save money on printing costs, and is also more environmentally friendly. The smaller quantity of flyers that we print for general distribution will be printed in color so that they are more attractive.
- We are also changing how we display our flyers in the library. On the shelf-ends of the new section, where patrons can currently take copies of flyers, we plan to instead display color flyers for upcoming events and have monthly calendars available as handouts. This change will take place when we get closer to April, when the new branded flyers will be printed.
- We have also moved up the marketing and programming schedule, to try to allow more planning and marketing time. This month, I created 2 months of calendars rather than the standard one. We will repeat this in March, with the goal of having more lead time to strategize our PR efforts.
- This month, we have worked on fine-tuning the process by which staff planning library events submit their information. We created a new Google form for staff to submit once they have submitted all of their events for a given month. We have also established a process for the marketing committee to review the flyers created for quality control.
- The Marketing Committee also created a new Google form that programming staff can use to submit feedback from patrons regarding their events. Primarily, this will allow us to track how patrons are learning about library events, so that we can better coordinate and target our marketing efforts.

#### **General PR Updates**

- Kumon continues to distribute our flyers at their location.
- At the request of Della Dale Distefano of the City Clerk's office, flyer holders were purchased to better organize the promotional materials on display at City Hall.
- The library is having a performance by Calvin Earl the day after the HACPAC is also having him perform. Greg Liosi has agreed to mention the library's follow-up performance during the HACPAC performance to help us promote our event.

### **Outreach & Sponsorship**

#### **Main Street Business Alliance - 2/26**

During the February meeting of the Main Street Business Alliance, I attended, helped Patrice with some needed technological setup & assistance, and provided logistical support during the meeting.

#### **Friends Update**

- The Friends Board met on February 26th and continued working toward their official launch. The Friends chose their official logo, and we will be posting a general information page for the Friends on the library's website.
- The Friends were also provided with a list of top wish list items from the library to fundraise for: laptops, museum passes, and furniture.
- The next Friends meeting will be held on Tuesday, March 26, at 9:15am.

## **Prom Dress Collection & Giveaway**

- The dress collection efforts started 2/1.
- The Marketing Committee created a display with a mannequin to promote the prom dress drive. We've already collected many dresses, and so have our partner libraries. Some libraries have requested an early pickup, and I have tried to accommodate the libraries as possible.
- Ms. Cirincione from the Middle School has agreed to include information on the Cotillion and Prom Giveaway, as well as other teen events, in the newsletter sent out to parents of grades 5-8. This will be a big help both for promoting the Cotillion & Prom Giveaway and other teen events.
- Operation Prom and our partner libraries were sent the graphics and flyers for the Prom Giveaway so that they can help us promote the event.

## **Miscellaneous**

### **Intern from BCC**

- Cathy and I met with Kim Brunswick, a student in the Turning Point Program at Bergen Community College. She will be interning with us in order to gain valuable work experience. She will be helping us with various projects in the library, including relabeling oversized materials in the 700s collection, assisting with withdrawing materials from our government documents collection, etc.

### **Calendars - LibCal Migration & Training**

- We are changing how printed calendars are distributed throughout the library. Going forward, each department will print its own weekly calendar from the LibCal software. To help with this transition, I created a cheat sheet and have been training the departments on this new procedure.

## **PROFESSIONAL DEVELOPMENT:**

### **Webinar: Starting Small with Project Outcome - 2/5/19 - Laurie Meeske**

- Project Outcome is designed to help public libraries understand and measure impact of their programs
- At center of toolkit is key concept of measuring outcomes from the patron perspective
- It centralizes your data, helps you visualize results
- Overall goal is to add dimension to standard statistics, better convey value of programs, and use data-based decision-making
- Largely handled through patron surveys
- Starting small and scaling up helps libraries
- Can allow libraries to:
  - Track success
  - Communicate value to stakeholders
  - Support marketing campaigns
  - Data-driven decision making

## **General Updates**

The Children's Department will now be open 9-9 Monday through Thursday. The department was previously closing at 8:30 on Wednesday and Thursday.

The State Report is complete and has been submitted.

We were voted as a runner-up for Best Library in 2019's Best of Bergen Awards! This is a user-driven survey, so people had to go out of their way to nominate and vote for us.

## **BCCLS/State Library Updates**

I recently attended a small group meeting with other BCCLS directors discussing grant funds that public libraries receive from the Bergen County Freeholders. Currently the funds are dispersed based on how many items libraries lend to patrons from other municipalities – which they call Net Lending/Net Borrowing. If you aren't a "net lender", you do not receive any of the funds. Hackensack is not a net lender. There is discussion about re-allocating the grant money to help cover delivery or other service. This was the very first meeting on the topic, I'll keep you updated.

I also attended one day of a workshop for Directors at the State Library – the second date was rescheduled for March 20<sup>th</sup> due to snow. The workshop went over policies, laws, and other topics important to managers and Directors in public libraries. The State Library's official update on potential grant funding for renovation was that monies could be expected to flow within 12-18 months. The legislation was written by the past administration and they are working with the new Governor and his team to get the ball rolling again.

## **Building and Grounds**

There are a few projects pending right now, most are necessary upgrades.

The first is an electrical project in the Children's Department – de-energizing a book shelf so that it can be removed and mounting a flat-panel TV used for programming and digital signage. The electrician is also mounting two LED light fixtures on the outside of the building on the Moore Street side. This is to help rectify poor lighting at the corner of Camden and Moore and also near the staff parking lot.

Our phone system is no longer supported by Avaya, the company that we contract out for maintenance. This means if a phone breaks, we have no way to replace it and would have to upgrade the whole system, including a fiber conversion with Verizon. In addition, the system is old and doesn't work well, and costs us nearly \$1,000 per month (a local bill from Verizon, a long-distance bill from ATT, and our contract with Avaya). Sharon started the process of vetting a system by Verizon Wireless called OneTouch, and I believe the system will work better for less money. It will require two additional expenses – upgraded WiFi speed (which we need anyway) and a cellular connection for our alarm. Even with those costs factored in, we should save 200-300 dollars per month and have much better functionality, and faster WiFi for the whole building. The upfront cost is minimal and basically just for equipment. New phones for the whole building would cost about \$2,500.



We have a quote for an engineered drawing for our new fire sprinkler system. This is the first step in having the system installed. It took a while to hear back from the engineer but this is finally moving forward.

The roof repairs seem to be holding, and roof tiles are being replaced!

*Respectfully Yours,  
Tara Franzetti*