

Director's Report March 2019

	March 2018	March 2019
Children's books and magazines	3993	3462
Children's media	334	233
Adult books and periodicals	3454	3252
Adult media	2076	2080
eContent (new Hoopla limit: 4 per mo.)	1815	1258
Young adult books	489	373
Microfilm use	111	61
Reference Questions	1754	1682
Computer Assistance at Reference	634	668
Adult Internet Usage	2022	1916
Children's Internet, iPad, Game Computers, Word Processing Usage	1046	670
JPL's wireless usage (reports from our routers, hand devices too)	2143	2274
Children's program attendance, includes guitar classes/concert, and class visits	437	511
YA and Adult Program attendance (Library & Community)	488	457
Young Adults Programs, incl. Outreach	291	116
Electronic Door Counter	16,099	17,818

ADULT PROGRAM HIGHLIGHTS

Reports by Cathy Folk-Pushee unless otherwise mentioned

Hackensack Creates...Mandala Rock Painting, March 15th

This program went really well. I had 25 people signed up and 10 showed up. I played a short video explaining the process of painting mandalas then gave a few tips from my own experience creating the sample project. As participants got started I read a little about the meaning of mandalas and why they are created which was received with ahhs and hmms of interest along with a few questions for follow-up information. Results varied greatly and were all completely unique which was exciting to see. The only aspect I would change for next time would be to use a spray sealer instead of a paint-on one which smudged some projects a tiny bit if they were not completely dry.

“The Greats” Book Club, March 16th – Report by Elisabet Kennedy

“The Greats” Book Club read *The Alchemist* by Paulo Coelho for March 16. We had a record 12 attendees. We had a lively and enlightening conversation. We are looking forward to reading *The Rules of Magic* by Alice Hoffman for April’s Book Club.

Cookbook Club, March 18th - Report by Gladys Cepeda

This month’s selection was *Margaritaville, the cookbook : relaxed recipes for a taste of Paradise* by Sernaglia, Carlo. I picked this particular cookbook because I wanted us to be able to enjoy some tropical taste while we patiently await warmer weather! The cookbook was received to mixed emotions, some of the ladies were interested since they’re fans of Jimmy Buffet; the others were hesitant since it seemed like it would be a cookbook more appropriate for the summer months. The meeting was attended by 9 patrons (myself included). Once again the ladies provided a decadent and delicious spread. We feasted on warm asiago crab dip, peel and eat shrimp with an assortment of dipping sauces, Chilaquiles casserole (a variation of volcano nachos), Pizza a la minute (original cheese and one with thinly sliced prosciutto), Drunken shrimp skillet, Fajita black beans, Island Rice Pilaf, Cuban meatloaf (with potato moat), Jerk chicken, Island Rice Pilaf, Fajita black beans, Skillet cornbread w/ honey butter, Coconut lime cake, Strawberry sponge cake shortcake, and Baked boatmeal squares w/ blueberries and coconut.



Next month’s cookbook is *Pull up a chair: recipes from my family to yours* by Tiffani Thiessen. We’ll be meeting Monday April 15th at 7:00pm in the auditorium.

Reports by Cathy Folk-Pushee

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Yoga, March 19th and 26th

Yoga participation has been very good so far this year. We have many more new people than I have seen in other years which is always nice to see. We also have a decent number of people who are completely new to yoga and are thrilled that they can try it out for free at the library. As usual the instructor, Lateefah Fleming is fantastic. She is so good at making everyone feel comfortable with themselves and their practice no matter what their experience level or body type.

Open Mic Night Featuring Inma Heredia, March 28

This was a fun night. We had so many people sign up to perform that we had to squeeze the last person in for just a few minutes. The featured performer was very entertaining. She spoke a little about the history of flamenco and gave some background information on each of the songs to which she performed. Throughout, she encouraged audience participation and at the end had almost everyone on their feet and dancing.

Social Work Intern

This month was fairly slow. In addition to seeing individual clients Nicole has been working on researching a project called Fade to Books I am interested in beginning in the Hackensack area. She created a flyer describing the project and looked up barber shops in Hackensack. Then she visited them to drop off the flyers and to gauge their interest in participating. The target audience is young boys of color and the goal is to increase their interest in reading. Many of the shops she visited were resistant or there was no one available who spoke English. We will continue to follow up with this project next month.

Individual Assistance

Computer Skills, Job Search, and Inspect Your Gadget:

Genesis Jais, Catherine Folk-Pushee, Laurie Meeske

Topics covered were Excel 2, Word 1, PowerPoint 2, resumes and cover letters 4, job search 2, basic computer 1, email 2, other topics: computer maintenance 2, booking travel online 1, continuing computer ed. online 1

One student who stood out in particular this month was a Romanian woman who, along with her husband, is fairly new to the country. She needed to update her resume so she could look for work and was feeling fairly insecure about her prospects because of her accent and very brief job history in the U.S. I explained that her accent is fine, yes, it's there, but she is understandable. She is already participating in Michelle's conversation class. I also recommended that she visit the Bergen Volunteer

Center to build up her references and experience along with her confidence is speaking in a work environment. She left with a nice looking resume and a big smile on her face!

English Conversation, Computer Assistance in Spanish and English, and Bilingual Outreach

Michelle Ferreira, Bilingual Library Associate

Spanish Computer - 8 people

This month I helped two people with their resumes. Both are trying to grow professionally. One person came in with her iPad to teach her the basics. Another person came in to learn more about chromebook. She received it for Christmas and wants to learn more about it. Two people want to learn how to navigate the internet. One person wanted to learn how to transfer information from one document to another. Another person wanted to learn how to open her email on her computer. I also taught her how to use google docs and Drive.

Citizenship Mock Interviews- 6 people

This month I had two couples going for their naturalization interview. Each couple came for one hour. I gave each person 30 min since each couple came in at the same time because it was more convenient for them. One person always brought Korean bread for the staff. All 6 people passed their naturalization interview and are now citizens

English Conversation Class

This month I had 6 new people join the conversation classes.

Young Adult Highlights

Keri Adams, YA Librarian, Head of Periodicals

Young Adult Attendance: 52

Outreach to Schools: 64

Jerseycat - 3 received; 1 additional ILL article received outside Jerseycat

YA For Adults Book Club - Cancelled due to snow!

Teen Tuesday

3/5/19 - 8 Player Smash Bros. - 20

3/12/19 - Half Day Movie: The Hate You Give - 14

3/19/19 - STEM Games: Make a Circuit - 7

3/26/19 - Perler Beads - 11

Outreach

Booktalks at Hackensack Middle School - 3/13/19 - 3 presentations, 64 students attended; 23 students checked out 64 books



We had another successful month of well attended programs, but one of the most interesting programs was our least attended. For STEM Games, using cardboard, paper clips, metal brads, electrical tape, and LED diodes, we created circuits. There were only three kids who stuck with it until the end, but they were thrilled to successfully turn on their lights. We are going to attempt a similar project this summer by having the teens create a painting and then light up the sky.

Children's Program Highlights

Mari Zigas, Children's Librarian

This month we celebrated our fifth annual **NJ Makers Day!** With over 200 people in attendance I can proudly say this year's event was another success.

In the auditorium we had several tables with activities that the kids could participate in all day: kinetic sand, legos, coloring sheets, strawbees, and magnetic tiles. Every hour we had a different activity: catapults, slime, stress balls, marshmallow structures, and beaded necklaces. We also brought back the MakeyMakey, which is an electronic invention tool that allows kids to connect everyday objects (we used pennies, pencils, and aluminum foil) to computer programs.

In the lower level hallway the button maker was an incredibly popular station, as always. We were also lucky enough to have a presenter bring in his very own 3D printing machine to show the kids how it works. He gave out dozens of tiny dinosaurs that he made at home with it - very cool!

Finally, Genesis Jais and Cathy Folk-Pushee made bath bombs and lip scrubs with the adults and teens in the conference room. With the line out the door, this was definitely a hit!



Next month we look forward to hosting our first ever scavenger hunt for National Library Week and our annual Spring Egg Hunt!

March 2019 Social Media Statistics

Elisabet Kennedy, Digital Marketing Librarian

Twitter:
8,736 impressions
412 profile visits
10 tweets
7 mentions
5 new follower

Facebook:

7,377 people reached
1,733 post engagement
457 page views
56 page likes
56 page followers
28 page previews

Instagram:

@johnsonpubliclibrary
291 followers
175 accounts reached
976 impressions

@jplteens (fairly new account)
125 followers
119 accounts reached
164 impressions

Burbio

118 events
2811 impressions

Outreach and Public Relations

Outreach and Public Relations Librarian, Laurie Meeske

PR & Marketing

PR

- We were voted runner-up for best public library on this year's Best of Bergen list:
<https://www.northjersey.com/story/entertainment/2019/03/05/best-bergen-2019-results-places-go-and-things-do/3021933002/>

Marketing Changes

- We changed how we are displaying our flyers in the library. On the shelf-ends of the new section, color flyers are on display for upcoming events and monthly calendars are available as handouts.
- We continue to move up the marketing and programming schedule to allow more planning and marketing time.

Outreach & Sponsorship

Main Street Business Alliance - 3/26

During the March meeting of the Main Street Business Alliance, I again helped Patrice with some needed technological setup & assistance for the meeting.

Bergen Community College

- I helped put together a new online pathfinder to help college students connect with helpful and important local information. The invitation to participate in this project came out of the Library Awareness Days we have been regularly holding at the Ciarco Center.

Hackensack Riverkeeper

- We continued to strengthen our relationship with the Hackensack Riverkeeper. We arranged to offer a cooperative event with the Hackensack Riverkeeper in April, and Captain Bill Sheehan agreed to pose for our first Read poster as part of Liz's new Read poster event.

City of Science, FDU

- Anita Rivers of FDU reached out to us regarding a special event they are hosting for grades 7-12 on April 27th. The event will feature large-scale interactive exhibits and hands-on activities run by top science professionals from the New York/New Jersey area, in cooperation with the World Science Festival. Originally, Anita was inquiring about ways to promote the event. However, we were able to arrange to participate in the event. Mari and I will have a library table with a STEM activity for teens - it will involve designing bridges to hold the weight of books using craft sticks and binder clips.

Library Awareness Day - 3/20

- 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: 79
- New cards: 2
- Newsletter: 23



Library Tours with Classes from the Ciarco Center

- Two classes from the Ciarco Center came to the library for a tour. I showed them around the library and explained our services. 28 students in total participated.

Friends Update

- The Friends Board met on March 26th and continued working toward their official launch. They reviewed the new design of the Friends membership brochure that Genesis Jais created.
- They are planning a launch event for June.
- We are excited to have a new Friends Board member: Maria-Rose Contini.
- The next Friends meeting will be held on Tuesday, April 30, at 9:15am.

Programs & Events

Prom Dress Collection & Giveaway

- Preparations have continued for the Cotillion & Prom Dress Giveaway event. Many beautiful dresses have already been collected, and I did some emergency dress pick-ups at some of our partner libraries who started running out of storage space.
- Hallak Cleaners generously agreed to dry clean 18 of the dresses that were impacted by the flooding that took place in the lower part of the library. Many thanks to Dan Kirsch for reaching out and arranging their assistance.

Miscellaneous

Intern from BCC

- Kim Brunswick, our new intern from the Turning Point Program at Bergen Community College, started working on her special projects during March. She completed her work on relabeling oversized materials in the 700s collection and has begun sorting the materials from the art office.

Government Documents

- I finished gathering the information needed to weed our government documents collection. This involved reviewing training videos and reaching out to our contact at the Newark Public Library. Our intern, Kim Brunswick, will assist with the initial steps of this weeding project.

Room Reservations

- To finalize the new Sunday form to handle special room reservations from PMTG, I also drafted a special invoice/quote form. This will help ensure that any relevant fees or costs are confirmed with the booking organization before the event to avoid any confusion.

BCCLS Strategic Planning Focus Group

Attended a meeting of non-directors designed to get feedback from library staff on their perceptions of the challenges, opportunities, etc. facing BCCLS.

Professional Development

Staff Name: Michelle Ferreira

Continuing Education Activity: Adult Citizenship Education Summit

Sponsor : USCIS and Brooklyn Public Library

Location: Brooklyn Public Library

Date of Participation: March 25, 2019

Length of Activity: 9 am - 4 pm = 7 hours

- All immigration forms will become digital in one year. No more paper applications.
- The reading and writing test will now be given on an iPad. To help people with this I gave people an erasable board to practice how it feels to write on an iPad.
- I also learned new lessons for teaching citizenship classes
 - I learned how to teach people the Oath of Allegiance by cutting it into strips and then saying it outloud to the students then they glue it together. They practice their listening skills.
 - Another activity is matching the question to the answer. By placing the cards upside down then the students have to match the questions to the answer.
 - Since the interview is going to become more digital. They taught me how to use google forms to teach citizenship by making different questions and using multiple choice as answers. This way people get use to using a computer and are more comfortable.

Continuing Education Activity: Mission Possible: Communicating Your Library's Value - 3/15/19

Staff Name: Laurie Meeske

Sponsor: BCCLS

Location: Rochelle Park Senior Center

Length of Activity: 9:30am-12pm = 2.5 hours

- Advocacy is important
- Personal stories are an effective way to communicate the value of the library - keep it personal
- Sharing statistics is important - it's helpful to use infographics that make them quick to understand
- Persistence is important - legislators are busy and have many other groups/individuals/issues competing for their time
- All politics is local
- Chain drafted emails are much less impactful than a personal written letter
- When possible, meet in person and develop that personal relationship

BCCLS/State Library Updates

No earthshattering news from BCCLS or the State Library. BCCLS delivery is still scheduled to begin in June.

Building and Grounds

The project in the Children's Department is complete – a new TV has been mounted a shelf removed to allow for more space during story times and music/movement classes.

Two new LED fixtures have been mounted on the outside of the building on the Moore Street side to allow for better lighting.

Brothers Carpet will be here within the next few days to firm up the replaced carpet tiles in the Children's Department (where the shelving unit we removed was located) and to go over options for replacing the carpet in the Assistant Director's office that was damaged during the flood.

Our new telephones have arrived and we will begin the setup of that system during the next few weeks.

We have had a few other small repairs come up: an issue with a urinal in the boy's bathroom that was continuously running, the freight elevator had a short circuit and we also had to repair the floating flushing ball in the sewer/sump pump. All of these issues have been addressed.

Roof repairs have continued to hold and we have not had additional water in the basement.

*Respectfully Yours,
Tara Franzetti*