<table>
<thead>
<tr>
<th></th>
<th>April 2018</th>
<th>April 2019</th>
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<tbody>
<tr>
<td>Children's books and magazines</td>
<td>3,999</td>
<td>3,652</td>
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<tr>
<td>Children's media</td>
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<tr>
<td>Adult books and periodicals</td>
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<td>Adult media</td>
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<td>eContent (books, movies, music, eMags, etc)</td>
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<td>Young adult books</td>
<td>362</td>
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<tr>
<td>Microfilm use</td>
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<td>41</td>
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<tr>
<td>Reference Questions</td>
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<td>Computer Assistance at Reference</td>
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<td>922</td>
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<td>Adult Internet Usage</td>
<td>1,959</td>
<td>1,999</td>
</tr>
<tr>
<td>Children’s Internet, iPad, Game Computers, Word Processing Usage</td>
<td>1,106</td>
<td>594</td>
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<tr>
<td>JPL’s wireless usage (reports from our routers, hand devices too)</td>
<td>2,312</td>
<td>2,170</td>
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<tr>
<td>Children’s program attendance, includes guitar classes/concert, and class visits</td>
<td>608</td>
<td>662</td>
</tr>
<tr>
<td>Adult Program and Teen attendance (Library &amp; Community)</td>
<td>543</td>
<td>Adult: 466 Teen: 159 Community: 89 Total: 714</td>
</tr>
<tr>
<td>Young Adults Programs, incl. Outreach</td>
<td>154</td>
<td>Programs: 97 (plus 62 at guitar classes) Outreach to Schools: 37 Total: 196</td>
</tr>
<tr>
<td>Electronic Door Counter</td>
<td>16,382</td>
<td>17,795</td>
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**Newsletters:**

Adult: https://conta.cc/2Zvxtq8  
YA: https://conta.cc/2GvtwZM  
Children’s: https://conta.cc/2FD4hEC
ADULT PROGRAM HIGHLIGHTS  
All reports by Cathy Folk-Pushee unless otherwise noted

Yoga (continued from March), April 2, 9, 16, 30  
Interest in yoga continues to be a huge draw at this library. At the conclusion of the latest 6-week session everyone was expressing how glad they were that we offered yoga here and were asking for more. I will look into additional instructors and methods of paying for, or finding free yoga instructors in order to expand our offerings.

Take Control of Your Financial Future, April 5  
Christopher Stern of Edward Jones Financial Advisors presented this program. He did a very good job of presenting information in a neutral way without drawing too much attention to his own services. He also provided refreshments which is always nice. It was a small group but those in attendance were appreciative of his presence and expertise.

The Beatles the Beaginning, April 10  
Attendance was disappointingly small for this program. The presenter seemed a little let down as well. There were two attendees in particular who were fascinated with the information, which provided and interesting and little known peek inside the formation and personal lives of one of the most popular bands of all time. Another staff member mentioned that Wednesday evenings are a very slow time at the library so I will try to avoid this time slot in the future.

Food for Thought a Cookbook Book Club, April 15 - Report by Gladys Cepeda  
This month’s selection was Pull up a chair: recipes from my family to yours by Tiffani Thiessen. The book was well received, because some of the ladies knew of Tiffani Thiessen from her cooking show; however during the discussion it was unanimously agreed upon that the cookbook was not a good one. The recipes were unnecessarily long and complicated. The meeting was attended by 6 patrons (myself included). As per usual the ladies outdid themselves; we indulged in such dishes as Honey-ginger chicken wings, egg and sausage casserole, cheddar zucchini scones (not in the book), samosa hand pies with apple chutney, pickle and potato salad, Blueberry-Lemon scones, girl scout cookie icebox cake, baked pears with currants and cinnamon, chocolate biscotti, and last but not least peanut butter and chocolate bites.

Next month’s cookbook is Cravings: Hungry for More by Chrissy Teigen. We’ll be meeting Monday June 10th at 7:00pm in the auditorium.
Hackensack Creates...A Greener Way to Clean, April 16
Crafty programs are always enjoyable. Attendees loved that they could create their own cleaning products for pennies compared to retail prices, that they were better for their health and environments, and that one of them used essential oils. In fact, one of the comments I received was for more programs on essential oils. While folks were working on their products I asked if anyone had their own green cleaning tips. I compiled them in a Word doc and printed them out for everyone to take home.

Pub Trivia, Game of Thrones, April 16 - report by Genesis Jais
Trivia went really well for Laurie, Liz and me. Everyone was very animated and excited. Game of thrones fans are a pretty big fandom. All but one team got the final answer so that made for a close and interesting game. Patrons noted they found out about the program on Facebook and through friends.

Next trivia is Gilmore Girls on May 21.

Open Mic Night Featuring Toney Jackson, April 25
Mari covered this program for me and mentioned she had a lot of fun in the process. Toney was great. He covered a variety of poetry including rap and the audience was loving it. The open mic portion was so full, again, that those who signed up toward the end had were limited to one song or just a few minutes to perform.
Individual Assistance
Computer Skills, Job Search, and Inspect Your Gadget:
Genesis Jais, Catherine Folk-Pushee, Laurie Meeske
Total Attendance: 29
Topics covered were Word 1, PowerPoint 2, resumes and cover letters 3, job search 4, email 3, other topics 2: computer maintenance and smartphone

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

Spanish Computer class - 6 people

Citizenship Mock Interviews - 5 people
3 people passed the Naturalization Test in April. Two people were preparing for their interview in May. One of the people that passed her interview dropped off chocolates for the staff. Another brought empanadas and drinks for the citizenship class.

Guitar Class - 30 children and 30 adults
It is nice to see each child eager to start guitar class on Saturday mornings. Attendance has been consistent.

BabyBoxes
Remaining 5 boxes were distributed. The program has been discontinued. We will transition for free safe sleep bundles (which is a bag of baby goodies). We will also be advocates for safe sleeping, and instead of baby boxes we will distributing sleep bundles.

Young Adult Highlights
Keri Adams, YA Librarian, Head of Periodicals
Young Adult Attendance: 97 (plus 62 at guitar classes)
Outreach to Schools: 37

Jerseycat ILLs - 3 borrowed; 1 was outside of Jerseycat

YA Books for Adult Readers Book Club

4/13/19 - They Both Die in the End by Adam Silvera - 5

Teen Tuesday

4/2/19 - Video Games - 12
4/9/19 - Lanyard Keychains - 12
4/16/19 - Spring Break - No Teen Tuesday
Outreach to Schools

4/22/19 - Booktalks at Hackensack Middle School - 3 presentations - 31 students attended; 13 students checked out or renewed 31 books
4/29/19 - Booktalks at Hackensack High School - 1 presentation - 6 students

Special Event

4/6/19 - Prom Dress Giveaway - 95 total attendance; 51 teens came to find a dress, 41 were successful (all found accessories!)

After weeks of tagging and sorting over 1000 dresses (and two trips to Ikea to buy more clothing racks!), we were thrilled at the success of this year’s prom dress giveaway. We had 51 students attend and over half of them either live or attend school in Hackensack. Interestingly, we had more 8th graders attend looking for dresses for their cotillion or end of year dance than 12th graders, so we will be sure to expand our outreach to middle schools next year. Nearly all of the students found dresses they loved and no one left empty handed since we had a wide variety of jewelry, purses and
other accessories to choose from. Operation Prom was happy to take the wide selection of beautiful dresses off our hands at the end of the day. Special thanks go to Laurie for spearheading the entire event, and the many staff members who assisted including Dawn, Ashley, Pete, Tony, Cathy, Michelle, and Xenia.

Children’s Program Highlights
Mari Zigas, Children’s Librarian

This month we revamped our annual Spring Egg Hunt to allow for more participants and the results were great! In the auditorium we had a special story time via Hoopla projected onto the screen, which the kids loved. After looking for the eggs that we hid all around the room, we ended with some adorable crafts. It was a simple program but brought in a lot of kids that don’t always frequent our regular weekly programs, which was great to see.
We also ran a scavenger hunt for National Library Week (April 8-11) which was really fun. Every day the kids had five different tasks to complete that allowed kids to go around the Children's Room and look for books, CDs, movies, etc. We ran a raffle for all those who participated and kids still ask us when we're doing another scavenger hunt!

Next month we will be starting Summer Reading with a kick-off party on June 25th.
April 2019 Social Media Statistics
Elisabet Kennedy, Digital Marketing Librarian

Twitter:
11.2K impressions (+2464)
455 profile visits (+43)
13 tweets
4 mentions
8 new followers (+3)

Facebook:
6,888 people reached
1,517 post engagement
496 page views
21 page likes
22 page followers
36 page previews

Instagram:
@johnsonpubliclibrary
311 followers (+20)
922 accounts reached (+747)
2,852 impressions (+1876)

@jplteens (fairly new account)
125 followers
162 accounts reached (+43)
331 impressions (+167)

Burbio:
# of events: 133
# of impressions: 3869
Outreach and Public Relations Librarian, Laurie Meesk

PR & Marketing

Library News
- A commentary article was featured in the April 5th edition of the Hackensack Chronicle on the state library construction funding:

Opinion
Commendary
Speed process for libraries seeking aid

Gov. Phil Murphy and his staff must move with all deliberate speed to see that libraries in New Jersey start receiving access to infrastructure funding approved by voters nearly 17 months ago in a bond referendum worth $25 million.

Libraries, like so much of the state’s aging public infrastructure, have old walls and outdated electrical systems. Many are crowded, lack proper lighting, and are not ADA-compliant.

In other words, the clock is ticking: it is high time for the state to step up and deliver on what was promised. Libraries and their patrons have waited too long already. Why it has not been expedited before now is a mystery, and an embarrassment.

The referendum measure was approved overwhelmingly in 2017, yet apparently regulations to allow for libraries to begin applying for the funding are still being formulated. As The Record and NorthJersey.com Staff Writer Deena Yellin reported, the phones have been ringing at the state librarian’s office with inquiries about the status of the money.

“One thing is clear: the money is not going to be released without a fight.” Library administrators and advocates assert that libraries are at a tipping point where they need immediate funding to avoid further deterioration and to ensure that the public is not further delayed in accessing much-needed public spaces.

Meanwhile, libraries and librarians do what they have always done: They make do. Yet they shouldn’t have to. In this case, when the money has already been approved.

Libraries have served this state for decades sometimes having to survive on crumbs because of shortsighted politicians who don’t see the value of one of our last public spaces. Those spaces must be kept relevant; they must be kept open, and they must be kept up to grade structurally.

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PR

- Our Cotillion & Prom Dress Giveaway was featured in an article on Tapinto: [https://www.tapinto.net/towns/hackensack/articles/johnson-public-library-to-hold-prom-dress-giveaway](https://www.tapinto.net/towns/hackensack/articles/johnson-public-library-to-hold-prom-dress-giveaway)
- Hallak Cleaners also sent out a press release on our Cotillion & Prom Dress Giveaway, and how they were able to help us by cleaning the dresses impacted by the flooding in our lower level. (During this exchange, they also signed up for our Sponsors mailing list and other library newsletters, so that they can keep informed on other ways they can help support the library.)

Marketing Updates

- **Adult Services Brochures**: I ordered a fresh shipment of updated Adult Services brochures - many thanks to Michelle for her work on updating them!
- **Signage & Display**: Gen, Liz, and I began conducting a sign audit on April 25th. We reviewed the signage near the media section of the main floor, and Liz will manage the combining and updating of the signs we discussed. We are also exploring additional opportunities to display library materials and marketing materials.

Outreach & Sponsorship

**Hackensack Collaborative Outreach Meeting - 4/16**
- At this meeting with HABC and other local organizations, I had an opportunity to talk up our free Narcan Training session. Gineen Brady, the Assistant to the Director at HABC, was kind enough to distribute the flyer for the event electronically to their email list.

**Hackensack Riverkeeper - 4/13**
- The library hosted a wonderful partnered program with the Hackensack Riverkeeper on Saturday, April 13th: Litter Survey Training Kick-Off.
- The training kick-off was run by the Hackensack Riverkeeper in partnership with the NY/NJ Harbor Estuary Program and Montclair State University. This training session showed participants how to perform a litter survey in preparation for their work to clean up areas of concern along the Hackensack River watershed.
- 21 attendees participated - kids, teens, and adults!
- Many thanks to Debbie and Kate for agreeing to help with any questions from the Hackensack Riverkeeper staff during the event!
Friends Update

- The Friends Board met on April 30th and continued preparing for their official launch.
- They are planning for a June launch event at Alementary.
- We are excited to have a new Friends Board member (Charlotte Sodora) and a new active Friends member (Kris Almquist).
- The next Friends meeting will be held on Tuesday, May 21, at 9:15am.

Programs & Events

City of Science, FDU - 4/27

- This event with FDU and the World Science Festival was a huge success! The event featured large-scale interactive exhibits and hands-on science activities. Mari and I hosted a table from the library with a bridge-building activity, and many of the attendees were excited to see us there. There were approximately 1,100 people at the event, and nearly 150 people stopped by our table to build a bridge out of craft sticks and binder clips, and then tested it to see how many books their design could hold.
- We received a lot of good will for participating in the event, and Anita Rivers has already reached out to see what other ways we may be able to partner in the future. Also, we met a lot of high school students and adults that we haven’t seen in the library before. We talked up the upcoming events that will be part of the Teen Summer Reading program, and many of them were excited to participate.
- Many thanks to Mari for helping with the event, Liz for helping design handouts, and Keri for her support!
Intern from BCC
- Kim Brunswick, our intern from the Turning Point Program at Bergen Community College, finished her work sorting the materials from the art office. She began sorting through the materials in the library’s government documents section, to assist with the large-scale weeding planned for this collection.

Room Reservations
- There were 23 room reservations involving outside organizations in April.
Staff Development Day was held on Friday, April 12th. 31 staff members were present. We had a great time! The day started with Active Shooter/general safety training with the Hackensack Police Department. We had a wonderful presentation on how to provide services to patrons with Autism, and another on child advocacy. We concluded with chair yoga and meditation. The highlight of our day however was the presentation of longevity awards. Staff were recognized for milestones of service (at least 5, 10, 15, 20, etc years) with a pin and certificate. Ann Bowen, Principal Account Clerk, has been with the library 40 years this year and was also awarded a name plaque for her desk. Many of the long term staff commented that it was the best Staff Day they had ever attended. It was lovely to get everyone together, both for training and morale. I plan to do another Staff Development Day in the Fall.
BCCLS/State Library Updates

I attended training on BCCLS new delivery procedures this past week. Delivery will be drastically different than it is now – both in the way that staff prepare for items to be picked up and also how quickly items will be distributed between locations. I am meeting with the Delivery Manager on Monday, 5/13 to discuss the possibility of early delivery. Routes are starting as early as 6am and they have requested that we consider granting them early access to the building.

I also took part in a BCCLS Policies and Procedures small group meeting last week regarding unified loan periods. Many library systems use consistent loan periods throughout their locations to make things easier for patrons. I personally feel that this is the way that libraries are trending, and although it seems like a radical idea to library staff, it feels very logical to patrons. There will be more discussion on this in the upcoming months. Unified fine structures will also be discussed.

The State Library released more information about the Library Construction Bond Act on May 1st. The update requested information on project details regarding total cost, square footage, and type of proposed improvement. We still do not have an exact date of when we will be able to apply for funding.

Building and Grounds

We are in the final stages of setting up the new telephone system. A lot of groundwork had to be done on the technology side to make this happen – including upgrading our wireless router (which was installed in 2010 and had incompatible firmware) and working out the details of how the automated menu will function. The menu will be offered in both English and Spanish.

Laura and I met with Anthony Iovino regarding the final set of plans, cost breakdown and timeline for the renovation. The next step will be for Anthony and his team to come up with a set of rendered drawings that can be used for promotional and fundraising purposes.

Our maintenance team is preparing for Spring and has begun mulching and cleaning up landscaping around the property. The freight elevator has been sanded, primed and painted. No building emergencies or issues to report at this time.

Respectfully Yours,
Tara Franzetti