

Director's Report May 2019

	May 2018	May 2019
Children's books and magazines	3640	3219
Children's media	225	238
Adult books and periodicals	3190	3250
Adult media	2011	1957
eContent (new Hoopla monthly limit: 4 per mo. ¼ of previous limits)	1015	1232
Young adult books	349	357
Microfilm use	63	43
Reference Questions	1965	1380
Computer Assistance at Reference	750	1077
Adult Internet Usage	2143	2121
Children's Internet, iPad, Game Computers, Word Processing Usage	1006	595
JPL's wireless usage (reports from our routers, hand devices too)	2529	2396
Children's program attendance, includes guitar classes/concert, and class visits	656	492
Adult and teen program attendance (Library & Community)	589	Adult: 459 Teen: 85 Community:116 Total: 660
Young Adults Programs, incl. Outreach	86	Programs: 40 Outreach: 0 Total: 40
Electronic Door Counter	15,573	17,759

Newsletter links:

Adults – <https://conta.cc/2VW0RYB>

Teens – <https://conta.cc/2HXDfZM>

Children's - <https://conta.cc/2GvCd6m>

ADULT PROGRAM HIGHLIGHTS

Reports by Cathy Folk-Pushee unless otherwise noted

Creating With Clay, May 6

Attendees were very excited about this program and I ended up with a long waiting list. I will definitely book Lisa again. The project was to make rose tea light candle holders but everyone's project turned out so differently. It was exciting to see how some crafters went completely in their own direction and ended up with beautiful results.

Narcan Training, May 6

Word spread rapidly about our Narcan training resulting from a monthly county meeting Tara attended. People have been asking about it since then and wondering when we are having another one (November!). The training went very well. Kelly had everyone fill out a quiz on what they know about opioids, overdose victims, and Narcan. Then she explained the process for checking on and treating a potential overdose victim using Narcan. At the end everyone went back to double check their quizzes to see how their knowledge had, hopefully, improved. Kelly was very supportive and assured everyone that they were up to the task.

The Early Days of Television, May 13

Attendance at this program was lower than I had hoped, but many who did participate were very enthusiastic and interested. The presenter was excellent. His previous careers were in journalism and radio and he definitely had the presence of a great radio announcer.

Cookbook Club, May 13th - Report by Gladys Cepeda

This month's selection was *Cravings: Hungry for More* by Chrissy Teigen. Overall the ladies were excited to dive into the cookbook, since they'd heard so much about Chrissy Teigen and had seen her cooking line in Target. The session was attended by 6 patrons (myself included). As is standard the ladies out did themselves, and while we had a smaller group, we had no shortage of dishes to sample. We delighted in such dishes as Spicy Jammy Drummies, Creamy Tomato Soup, Garlic-Honey Shrimp, Crab Fried Rice, Spicy Honey-Butter Carrot Coins, Salt & Vinegar Baked Fries, Twitter's (and Uncle Mike's) Banana Bread, and Skillet Peanut butter chocolate chip blondies.



Next month's cookbook is *Shaya : An Odyssey of Food, My Journey Back to Israel* by Shaya, Alon.. We'll be meeting Monday June 17th at 7:00pm in the auditorium.

Guitar Concert May 18th - Report by Gladys Cepeda

The concert was well attended by eager parents, grandparents, as well as extended family members. The concert began with Mr. Meses thanking Michelle for all her hard work in making guitar class run as smoothly and successfully as it does. The concert was broken up into several sections, some of the songs the kids played were Yellow Submarine, London Bridge, Hound Dog, and so many other great songs. After the concert ended the children as well as their families enjoyed light refreshments.



Intro to Social Media for Business, May 22

Verena is such a character. I liked that she had everyone introduce themselves and what kind of business they owned or were considering beginning. Then she was able to personalize her advice somewhat depending on their answers and particular situations. She is a very engaging speaker and fielded questions by attendees well.

Open Mic Night Featuring Kenny Cunningham, May 30

Unfortunately the weather for Open Mic Night this month was lousy. Xenia covered the event for me and mentioned that the thunderstorms probably kept many people away. She also said that the featured performer, Kenny Cunningham was great and that it was too bad there weren't more people to see him.

Individual Assistance

Computer Skills, Job Search, and Inspect Your Gadget:

Genesis Jais, Catherine Folk-Pushee, Laurie Meeske

Total Attendance:

Excel-3, Word-2, Job Search-4 Basic Internet Searching-3, Email-3, Other-Topics covered-6 (Google drive, smart phone, medical info online) Total=21

Highlight: An older man came to see me very frustrated because he had been attempting to apply for senior housing using his phone which was the only internet enabled device which he had available. However, the application was not particularly mobile friendly. When we sat down he had all his information ready to go and we were able to fill out the application using one of the library laptops with relatively little trouble. He was ecstatic that the application was completed and submitted. He said it was a huge weight off his shoulders.

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

Michelle Ferreira, Bilingual Library Associate

Spanish Computer Class- 8 people

- 4- people who wanted to build their resume. I showed them different templates they could work with on Gmail and Outlook.
- 1- person wanted to learn Italian using Rosetta Stone on her device. Downloaded Rosetta Stone and wrote down steps so she could use Rosetta Stone from home.
- 2 - sisters wanted to learn how use their phones so they could see videos on citizenship interviews. I showed them different websites and resources they could use.
- 1- Renewed her Massage Therapy license

Citizenship Mock Interview- 4

3 People passed their naturalization interview and are now citizens. They all come to the class to share their experience with everyone.
1 person is practicing for interview that is next month

Guitar Classes- 30 children and 30 parents

Each Saturday for 8 weeks children took guitar classes in different levels.

Young Adult Highlights

Keri Adams, YA Librarian, Head of Periodicals

Young Adult Attendance: 40

Jerseycat ILLs - 6 borrowed

YA Books for Adult Readers Book Club

5/11/19 - Furyborn by Claire Legrand - 5

Teen Tuesday

5/7/19 - Half Day Movie: Into the Spider-verse - 15

5/14/19 - Rock Painting - 8

5/21/19 - Escape Room: Spy School - 17



In May, we held our last Teen Tuesday events for the 2018-2019 school year. Liz hosted a half day showing of Into the Spider-verse and facilitated a program on rock painting. The last event was an Escape Room program where the students were graduating from “spy school” and they had to solve the clues and write a coded message in order to break out.

I surveyed the students who attended the last Teen Tuesday program and the results were very positive. Their favorite event by overwhelming majority was 8 Player Smash Bros., with a few students citing the Uno Tournament, Escape Rooms, and Arts and Crafts as their first choice. All but one student said they were very or somewhat likely to attend next year, and the one that didn't said it was because they were unable to but wished they could. They also reported that they hear about Teen Tuesday events from fliers at school and in the library, from the HMS Morning Reports, from friends, and most of all, from Mari and Gladys - thanks Children's Room!

Children's Program Highlights

Mari Zigas, Children's Librarian

This month we ended our programming until the summer and had a great turn-out for events, with 492 people in attendance altogether.



Sensory Free Play continues to bring in 30+ attendees every week; the **Union Street School for the Hearing Impaired** also attends this program and absolutely loves it.

We also celebrated **Star Wars Day** by making perler bead lightsaber keychains and watching *Star Wars IV: A New Hope*. For the kids who were only familiar with *The Force Awakens* and all the movies that came after it, they were really intrigued by the original movie and made me feel really old. Because this program fell on a Saturday and we don't normally hold events over the weekend (with the exception of Brady, one of our therapy dogs), it was nice to meet some new faces and introduce them to the library.



May was a huge month for visiting groups. Along with the Union Street School, we also had multiple visits from the **Middle School Special Services classes** and library tour visits with Laurie Meeske. Our total visiting group attendance reached 90.

Next month will be filled with Summer Reading prep and presentations as we get ready for our first ever Kick-Off Party on June 25th.

May 2019 Social Media Statistics *Elisabet Kennedy, Digital Marketing Librarian*

Twitter:

6,150 impressions
414 profile visits
10 tweets
4 mentions
4 new follower

Facebook: - Not updated yet

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

Instagram:

@johnsonpubliclibrary
324 followers (+13 followers)
634 accounts reached
1,150 impressions

@jplteens (fairly new account)
121 followers
138 accounts reached
349 impressions

Outreach and Public Relations

Outreach and Public Relations Librarian, Laurie Meeske

PR & Marketing

PR

- An article was posted on Tapinto, and the reduction to the library's budget was mentioned: <https://www.tapinto.net/towns/hackensack/articles/city-budget-calls-for-tax-rate-decrease>
- The press release from Hallak Cleaners on the Cotillion & Prom Giveaway was published here: https://www.prweb.com/releases/prom_season_is_also_giving_season_hallak_cleaners_joins_the_johnson_public_library_in_giving_back/prweb16285505.htm

Marketing Updates

- **Pavers:** The display case previously located near the library's quiet study area has been moved to the lobby. The case is being used to promote the paver campaign, and lights and a drop-cloth were added to increase its visual appeal. Many thanks to Genesis and Liz for all of their work to make on this display!



- **Signage & Display:** Gen, Liz, and I continued our sign audit on May 30th. We finished reviewing the signage on the main floor. Liz will continue working to combine and update the signs we discussed. We are still working to explore additional ways to display library materials and marketing materials, and we have begun removing old or outdated signage materials.

Outreach & Sponsorship

Donations to Bergen County Sheriff's Office

- Officer Castro, from the Community Outreach Department of the Bergen County Sheriff's Office, reached out to the library to express interest in receiving paperback books.
- We donated 10 boxes of paperback books to the Bergen County Sheriff's Office, which will deliver the books to the jail for use by the inmates.
- I also connected Officer Castro with the BCCLS Diverse and Underserved Populations Committee, which may coordinate a BCCLS-wide initiative to donate paperback books to the Bergen County Jail.

Library Tour with Class from MarbleJam Kids - 5/1

- A class of young adults from MarbleJam Kids, a not-for-profit that services kids and adults with cognitive impairments, came to the library to learn about career opportunities in library services.
- I showed them around the library, discussed library services and functions, and told them about various library-related positions.
- Many thanks to Ashley, Mari, and Nancy for also taking the time to talk with these students about what they do and what it's like to work at a library!
- 3 students in total participated with their teacher.

Meeting w/ Patrice, Main Street Business Alliance - 5/7

- Tara and I met with Patrice Foresman to discuss how we may be able to collaborate on future initiatives.
- We are optimistic that the library will be able to have a table at some of their upcoming food truck events on Fridays at the Courthouse Green, as well as their Arts and Music Festival tentatively scheduled in October.
- As a result of this meeting, we were also able to work with Patrice to have library events automatically posted on the new <http://downtownhackensack.org/> website via a feed from our LibCal calendar.

Library Tour with Class from Greater Bergen Community Action, Inc. - 5/14

- Michelle and I gave a library tour to students from a class at Greater Bergen Community Action, Inc. We showed them around the library and discussed library services, particularly our citizenship class offerings. They were very interested in the history of the library.
- We had 8 participants, and all of them received a packet of library information.

Library Awareness Day - 5/15

- I 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.
- This session had lower attendance than many of our previous Library Awareness Days. I suspect that the timing of the event so close to graduation impacted classes' ability to attend. Next year, I hope to try to avoid May.
- Spoke to: 28
- Newsletter: 4



Friends Update

- The Friends Board met on May 21st and continued preparing for their official launch.
- They have postponed their June launch. They hope to have their first event in early fall.
- The next Friends meeting will be held on Tuesday, June 25, at 9:15am.

Programs & Events

Adult Summer Reading

- We will be offering a simple Adult Summer Reading program for adults again this year, with a raffle prize. I helped Cathy put together a basic Google form that patrons can use to submit their reading.

Miscellaneous

Intern from BCC

- Kim Brunswick, our intern from the Turning Point Program at Bergen Community College, completed her program. She was very helpful to us during her time here.
- She has decided to continue volunteering at the library over the summer. She will be coming in on Fridays from 9am-12:30pm to continue assisting with our government documents project.

Government Documents

- I have begun the large-scale weeding of the government documents section. Our ultimate goal is to eliminate our physical government documents collection and to transition to a digital-only government depository.
- Most materials require approval from our regional depository in Newark in order to be removed from the collection. In May, 434 items were submitted for removal.
- Many thanks to intern Kim Brunswick and library staffer Xenia for their help with this project!

Room Reservations

- There were 23 room reservations involving outside organizations in May.
- The pianos were tuned by PMTG.

Professional Development

Employee Name: Keri Adams
Continuing Education Activity: Jerseycat Training
Sponsor: NJ State Library
Date of Participation: 5/7/19
Length of Activity: 2 hours

- A representative of Auto-Graphics, the company that creates the software used for Jerseycat borrowing and lending, demonstrated their new release which should arrive late this summer.
- Received clarification on the procedure for using Jerseycat to request copies of articles.

Employee Name: Gavin Godbolt
Continuing Education Activity: NJLA Conference
Sponsor: NJLA
Date of Participation: 5/30/19-5/31/19
Length of Activity: 2 Days

- Attended conferences: Libraries for All: Inclusive Library Services for Children for Disabilities & their Families; Best Graphic Novels of 2019; and Building Kindness & Compassion: Resources to Help Children Address Social & Emotional Learning
- Took several ideas away for the conference, particularly for inclusive programming for children with disabilities. Programming ideas highlighted were gaming for kids with special needs and hands on cooking for older children.
- Received NJLA scholarship worth \$3000 towards MLIS degree

Employee Name: Mari Zigas, Gladys Cepeda, Gavin Godbolt, Xenia Pico and Elisa Marte
Continuing Education Activity: Mental Health First Aid Training
Sponsor: Bergen County Department of Health Services
Date of Participation: 5/29/19
Length of Activity: 7.5 hours

- Hands-on workshop for adults who interact with adolescents.
- Learned risk factors and a five-step plan called ALGEE to use when we see warning signs of mental health problems in youth: A (assess for risk of suicide or harm), L (listen non-judgmentally), G (give reassurance and information), E (encourage appropriate professional help) and E (encourage self-help and other support strategies).
- Received certificate of completion.

Employee Name: Mari Zigas
Continuing Education Activity: NJLA
Sponsor: New Jersey Library Association
Date of Participation: 5/30/19 and 5/31/19
Length of Activity: 2 days

- Workshops attended: *Bringing Dolly Parton's Imagination Library to Your Community, Building Kindness and Compassion: Resources to Help Children Address Social and Emotional Learning, Supervise Like a Boss: How to Solve Performance Problems* and *Libraries for All: Inclusive Library Services for Children with Disabilities and Their Families*.
- Ideas that I'd like to apply to JPL: SNAP (special needs active play), bringing back Sensory Story Time (once a month on Saturday), offering noise-canceling headphones during "louder" programs (dance), posting statement of inclusion in children's room, purchasing more large print books (helpful to those with vision impairments and learning disabilities) and overall tips on how to every child in the community.

Employee Name: Gladys Cepeda
Continuing Education Activity: NJLA Conference
Sponsor: NJLA
Date of Participation: 5/30/19-5/31/19
Length of Activity: 2 Days

- **Workshops attended:** *Bringing Dolly Parton's Imagination Library to Your Community, Building Kindness and Compassion: Resources to Help Children Address Social and Emotional Learning, Supervise Like a Boss: How to Solve Performance Problems* and *Libraries for All: Inclusive Library Services for Children with Disabilities and Their Families. Attended the Rutgers Information Session as well as the Networking Mixer.*
- **Several takeaways from the workshops attended:** How to make the children's room more accessible to differently abled kids as well as how to tailor programs to be more inclusive; Inclusive appropriate language; and lastly, I was able to gain a different perspective and greater understanding when it comes to dealing with performance problems.
- Was able to network with several different youth services librarians as well as current/past students and Rutgers MLIS faculty. Looking forward to submitting my application next month and hopefully be able to start attending classes starting in the fall.

Staffing Updates

I have received notification that Gwen Njubuisi will be retiring. She currently works on Monday evenings, and I am confident that we could cover her reference desk hours with current staff. I would like to hire a library assistant or associate to float between children's, circulation and reference in her place. Elisabet Kennedy has accepted a position with Hackensack Public Schools and will be leaving us sometime this summer. Barbara Hedges-Slack will also be leaving the library.

On a more positive note, two of our staff have received multiple scholarships towards their MLIS/MLS degrees. Michelle Ferreira was awarded a BCCLS Scholarship as well as a scholarship from the Friends of the Westwood Public Library. Gavin Godbolt was also awarded a BCCLS Scholarship as well as a scholarship from the New Jersey Library Association.

NJLA Conference

Five JPL staff members, myself included, attended the NJLA Conference in Atlantic City, NJ last week. The conference was a great opportunity for professional development and networking. I attended six sessions: *Visibility! Leveraging Social Media and PR for your events and more*, *Why Are We Still Doing This? (Revisited)*, *Public Policy Update*, *Shoulda, Woulda, Did, and Can: Exploring Boundaries and Ethics for Managers*, *Hacks for Better Library Service & Productivity*, and *Wa[i]ve Goodbye to Fines!*. I also was selected as Vice Chair of the Professional Development Committee for NJLA. This is a one-year term that begins on July 1. Next year I will serve as Chair.

BCCLS Delivery and General Updates

BCCLS delivery started this week! They were able to arrange the route so we our driver arrives between 8:00 and 8:30 AM. The process is streamlined and much easier for staff.

The next BCCLS System Council meeting will be held on June 27th and the agenda will be packed – some of the items to be discussed are unified loan periods and fine structures. Also, our two staff members who received BCCLS Scholarships will be recognized.

Building and Grounds

We had a few repairs come up this month – the sump pump under the stairs in the staff parking lot entrance needed to be replaced. Meli Plumbing was here to make repairs to one of the women's toilets and replace piping. The van required a few repairs and some general maintenance. Pete and Tony worked hard to weed and clean up the beds, prune, trim, and apply mulch on either side of the Main Street entrance and it looks really fantastic. They also painted the staff entrance/receiving area. We are waiting on our clock repair company to re-set the clock and chimes – they are off by about 6 minutes. Our roof and lower level leaking issues have not resurfaced.

Respectfully submitted,

Tara Franzetti