### Director's Report September 2019

<table>
<thead>
<tr>
<th>Category</th>
<th>September 2018</th>
<th>September 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children’s books and magazines</td>
<td>3428</td>
<td>3822</td>
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<tr>
<td>Children’s media</td>
<td>211</td>
<td>227</td>
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<tr>
<td>Adult books and periodicals</td>
<td>3190</td>
<td>3180</td>
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<tr>
<td>Adult media</td>
<td>1898</td>
<td>1878</td>
</tr>
<tr>
<td>eContent (new Hoopla monthly limit: 4 per mo. ¼ of previous limits)</td>
<td>1200</td>
<td>1271</td>
</tr>
<tr>
<td>Young adult books</td>
<td>353</td>
<td>335</td>
</tr>
<tr>
<td>Microfilm use</td>
<td>32</td>
<td>87</td>
</tr>
<tr>
<td>Adult and Children’s Reference/reader advisory/loan assist</td>
<td>2282</td>
<td>1490</td>
</tr>
<tr>
<td>Computer Assistance at Reference</td>
<td>636</td>
<td>1086</td>
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<tr>
<td>Adult Internet Usage</td>
<td>1979</td>
<td>Not available*</td>
</tr>
<tr>
<td>Children’s Internet, iPad, Game Computers, Word Processing Usage</td>
<td>958</td>
<td>952</td>
</tr>
<tr>
<td>JPL’s wireless usage (reports from our routers, hand devices too)</td>
<td>2090</td>
<td>3243</td>
</tr>
<tr>
<td>Children’s Program attendance</td>
<td>45</td>
<td>Programs: 523</td>
</tr>
<tr>
<td>Includes guitar class and class visits</td>
<td></td>
<td>Outreach: 429</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>Total: 952</td>
</tr>
<tr>
<td>YA and Adult Program attendance (Library &amp; Community)</td>
<td>572</td>
<td>Adult: 441</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Teen: 76</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total: 517</td>
</tr>
<tr>
<td>Young Adults Programs (includes guitar class)</td>
<td>166</td>
<td>Programs:76</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total:76</td>
</tr>
<tr>
<td>Electronic Door Counter</td>
<td>Wasn’t available</td>
<td>16,129</td>
</tr>
</tbody>
</table>

*During the month of September, a BCCLS upgrade wiped the computer use history from our software and this information therefore is not available.*

Newsletter links for October:
Adults – [https://conta.cc/30jL9Uo](https://conta.cc/30jL9Uo)
Teens – [https://conta.cc/2mXl1kf](https://conta.cc/2mXl1kf)
Children’s – [https://conta.cc/2AryZy5](https://conta.cc/2AryZy5)
ADULT PROGRAM HIGHLIGHTS
Reports by Cathy Folk-Pushee unless otherwise mentioned

8-Week Acting Workshop, September 9
The workshop is about halfway through at this point and excitement is building as students practice their monologues in preparation for their performance in front of family and friends in October. The group is varied in every possible way which is challenging and exciting for the instructors.

Debt Collection Defense, September 12
Myra Metzger of Northeast NJ Legal Services spoke about what forms of income and assets are eligible for debt collection, how to check if the debt in question is really yours, and the legal rights of people facing debt collection. It was a small group but they really appreciated the information.

Hackensack Creates...Mason Jar Luminaries, September 16
I had a large group for this craft and despite some confusion in the beginning (Wait we're painting OVER the stencil?) seemed to enjoy it. I would have loved to see the final results but cautioned participants against taking off the vinyl stencil too early to avoid possibly smudging the paint. They were able to take home instructions and the vinyl stencil so they can repeat the project on another jar or any other glass object.

CookbookClub, September 16- Report by Gladys Cepeda
This month’s cookbook was Cook Like a Pro by Ina Garten. Everyone was looking forward to trying this month’s cookbook because, it seems, Ina Garten is a crowd favorite. The recipes were a little labor intensive but well worth the final product. The ladies found some dishes they would replicate in other occasion, so it was a successful meeting all around. We partook in such dishes as Charlie bird’s farro salad, tomato and avocado salad, farro tabbouleh with feta, warm brown rice and butternut squash, roasted eggplant parmesan, morning glory muffins, fresh fig and ricotta cake, chocolate chevron cake, fresh berries and sweet ricotta, triple chocolate loaf cake, ruth’s famous pound cake, and another batch of morning glory muffins. Every dish was outstanding and the desserts so delectable; that there were hardly any leftovers!

Next month’s selection is Ottolenghi simple : a cookbook by Yotam Ottolenghi. We will be meeting Monday October 21st at 7:00pm at the auditorium.

6-Week Yoga Workshop-September 17
Yoga is once again a hit as we come to the halfway point of the fall series. I have removed the attendance cap so anyone can show up at any time. Comments I receive and overhear at the end of each session are very affirmative as attendees notice how much better they feel both physically and mentally.
From Dino to Doowop—September 18
Attendance was sadly low for From Dino to Doowop and the performer was very good. He was engaging, informative, and really took people who remembered back to the 50s during his songs.

Open Mic Night Featuring The We3 Band—September 26
Energy was definitely running high for this month’s Open Mic. Tony outdid himself recruiting performers and promoting the event. In fact, we may have a new problem now—how to keep the noise volume down during performances! The We3 Band was fantastic. Their Bob Dylan covers and songs inspired by Dylan were spot on and ended the night on a very good note.

Individual Assistance
Computer Skills, Job Search, and Inspect Your Gadget:
Genesis Jais, Catherine Folk-Pushee, Laurie Meeske
Total Attendance: 22 (Cathy)
PowerPoint-2, Word-5, resumes-3, job search-2, basics-1, email-3, Google Docs-1, LinkedIn-1, smartphone-2, updating personal website-1, file transfer/computer maintenance-1

English Conversation, Computer Assistance in Spanish and English, and Bilingual Outreach
Michelle Ferreira, Bilingual Library Associate
Spanish computer individual computer class: 11 people
- Overview of personal Windows computer- 2
- How to use GSuite- 3
- How to use Canva and reasons to use Canva- 1
- Build Resume in google documents- 2
- Create email to apply to a job- 3

Citizenship mock interviews: 5 people
3 people passed their citizenship test. The other two are preparing for their citizenship interview.

Guitar class September 14, 21, 28: 60 people total (including adults, teens and children)
15 children are signed up for beginner class. Many children sign for the intermediate 1 and 2 class. There are 20 people on the waiting list for guitar classes of spring 2020.
September was an unusual month in our teen department. We were lucky to have our new Teen Services Assistant, Rosalie Potenza, join us this month. We had one huge Teen Tuesday event (Kahoot Trivia) which 23 students attended. But two other Teen Tuesday events that are usually big draws for our teens had few participants. I believe there was a timing element beyond our control. For the first Smash Bros event, the Middle School had not given out our fliers and the Morning Report had not started back up again, so the only students who attended were kids who happened to be at the library. The UNO tournament was the same day as the HMS Back to School night and the students got out at 2, just early enough that they didn’t come in for Teen Tuesday at 3:15. We are hoping that next month’s attendance will be more consistent and positive.

Some of our biggest successes were done in partnership with the Children’s Department. We signed up to participate in the State Library’s Libraries=Success Campaign which promoted getting library cards into the hands of 6th, 7th and 8th graders. They generously donated giveaway bags and earbuds to students signing up for cards. Mari and Gavin attended Back to School Night at the Middle School and made 16 new or replacement cards. I was also able to sign up or replace library cards for 21 students through a teacher whose 7th grade students will be checking out books from JPL/Bccls for a small group reading assignment featuring popular and diverse contemporary authors. Additionally, I assisted the Children’s room staff with their very successful Back to School Dance by chaperoning and promoting the event at the Middle School, and was pleased that of the 65 students who attended, I recognized a number of 7th and 8th graders.

Children’s Program Highlights

Mari Zigas, Children’s Librarian

This year was our first time doing weekly programming during the month of September, and it paid off greatly - our total attendance was over 450! We also had big community outreach numbers since we were able to go to all four elementary schools plus the middle school for Back to School Night. We interacted with almost 500 people and made 64 library cards altogether. I also went to the new Mellone and Mariniello Recreation Center grand re-opening with Cathy Folk-Pushee and the YMCA’s Safety Day, where we spoke to people about our programs and library cards. I had so many Hackensack parents thank the library for going fine-free.

We were fortunate enough to be contacted by the non-profit organization, Girls Who Code, who are currently running a free seven-week coding class for girls in grades 3-5. Because of its popularity, I am currently in the process of organizing one for the older grades.
One of my favorite yearly events, our Back to School Dance, was a HUGE hit with 65 children and teens in attendance.

We look forward to planning our two big events next month: Diwali and Boo Fest!

September 2019 Social Media Statistics

Twitter:
Impressions: 4,151
Profile visits: 74
Followers: 814

Facebook:
Post Reach: 3,636
Outreach and Public Relations
Outreach and Community Relations Librarian, Laurie Meeske

Outreach & Sponsorship

Library Awareness Day - 9/11

- Many thanks to Michelle and Cathy for staffing a table at Bergen Community College’s Ciarco Center for Library Awareness Day! Classes visited and they made library cards and promoted library services.
- Spoke to: 32
- Newsletter sign-ups: 1
M & M Recreation Center Grand Re-opening - 9/14

- Many thanks to Cathy and Mari for staffing a table at this event. They made library cards for patrons, and participants were invited to make bookmarks.
- Spoke to: 57
- Newsletter sign-ups: 8
- New library cards: 20

Library Tour with Class from BCC’s Ciarco Center - 9/25

- Many thanks to Michelle for running a tour of the library for a class from the Ciarco Center! Approximately 30 people participated in the tour.

Programs & Events

Pub Trivia - 9/17

- Although I wasn’t able to attend this month’s Star Trek trivia, I created the questions for the event.

Miscellaneous

Room Reservations

- Melina began taking over the room reservation process. To ease the transition, I spent time training her on the procedure and created an instructional cheat sheet for her.
- There were 12 room reservations involving outside organizations in September.

Closet Cleaning

- On September 6th, we worked to clean out the large closet off the meeting room. This was a large project, and we were able to get rid of a lot of garbage. Thanks to everyone for helping out, and to Pete and Tony for disposing of the garbage. We plan to schedule one final closet day that will focus on organizing the remaining supplies in all of the closets.
I learned different ways to teach citizenship lessons. For example, using art to teach a history lesson. By focusing on the skill in each lesson, people can learn and retain better. Other way to maintain a citizenship program:
  - Conduct a community needs assessment
  - Foster partnerships
  - Purchase textbooks and other instructional materials
  - Develop lesson plans

I learned how USCIS is changing the citizenship test. Some questions of the civic test are being changed to include recent history. There will still be 100 questions. Only the civic test is being changed. Also, to rephrase some of the questions. The citizenship test will be completely changed by the end of the year 2020 and beginning of 2021.

**BCCLS Information**

The most recent System Council meeting was held on September 19th. It was a length meeting due to the review and eventual approval of the Strategic Plan for BCCLS which will carry the organization through 2025. The full plan is available here:

[https://www.bccls.org/about_BCCLS/BCCLS_StrategicPlanForWeb.pdf](https://www.bccls.org/about_BCCLS/BCCLS_StrategicPlanForWeb.pdf)

The plan highlights successes and challenges of the system and perception by staff, trustees and the public and well pathways forward including expanded technology offerings and additional visibility and advocacy.

Unified loan periods and automatic renewals were also discussed. Many systems such as RCLS (The Ramapo-Catskill Library System) and some county systems use the same check-out periods for various materials system wide. For example, all books circulate for three weeks regardless of which library they are borrowed from, etc. I would vote yes to unifying loan periods as it provides a better customer service experience. I would also support automatic renewals, which would renew an item at the end of its loan period as long as it was not on hold for another patron. This eliminates the advance that a person with internet access has over someone who does. For example, someone with a computer or smart phone can renew their item up until midnight from home after the library closes, someone without that sort of access cannot. Auto renewals would level the playing field.

Going “fine free” was also a topic of conversation. I will be part of a panel presentation along with other directors whose libraries have gone partially or totally fine free at an upcoming System Council meeting.
Staff Update

Our new staff have all started with us and are doing well. In addition, I would like to hire Elisabet Kennedy back as a PT Library Associate to assist with Pub Trivia and other programming. She would work for us 5-10 hours per month.

Strategic Plan Progress

I have included an updated version of the Strategic Plan tracking document for your review. We have made some progress since the last update six months ago.

Building and Grounds

General
There are no major structural issues at the moment. We have had a few bed bug sightings over the last couple of weeks and took immediate action to prevent an infestation. We will continue our monthly preventative bed bug inspection and general pest spraying with Stern Environmental. The children’s room restrooms have been switched from Girl’s and Boy’s to gender-neutral restrooms and the doors were painted with chalkboard paint for a fun and modern look. We also added a sign indicating which restroom has a baby changing station inside. The front of the building has been spruced up for Fall with pumpkins, hay bales and scarecrows. Our maintenance crew continues to do an excellent job caring for our aging building.

Renovation
Laura and I have been working with the architect on rendered drawings of the new and renovated spaces. Once we are closer to final versions, we will share them with the Committee and eventually the full Board.

Basement Sprinkler
The engineered drawings for the system are complete and were recently delivered to the library in hardcopy form. I continue to update the Fire Department on our progress. We will need to collect bids and eventually apply for the state grant when the application becomes available early next year.

Maintenance – Landscaping
River rock has been installed along the fence on Main and Camden. I am working with a landscaper to come up with a prospective plan for inside the fence as well.

Security Cameras
As part of the process to open the lawn to customers, I had Dynamic Security out to quote us for two additional cameras that would cover that area. However, days before the representative arrived, the main component of the whole system crashed. It is over 5 years old and will need to be replaced. We also have an additional camera that is failing and will need replacement. All of that work will total somewhere between 12,000-15,000. The system we have now is fine, but the cameras are older and do not zoom or pan and the images are not always perfectly clear. Because of this, I am going to gather quotes for digital systems that would require less hardware and have more features. A brand
new system will have a large upfront cost, but since the cameras are wireless and there isn’t a hard drive or central unit, the cost to maintain and update it would be less over time. Before we make this investment in an older system, I feel it makes sense to explore all options.

**Computer Upgrade**

Part of our service contract with BCCLS is for upgrading and replacing our computers on a schedule. During the end of September, all 40 of our BCCLS machines were updated or replaced. 20 of them are now brand new and all machines now run Windows 10. This generated a lot of work for our staff, primarily our Tech Librarian Genesis Jais – who had to back up files and customizations on all staff PCs and then re-configure them back to what staff are accustomed to. This also took our public PCs out of service for three days, and also wiped out the computer usage statistics for most of this month. However, we now can provide a better experience for both staff and patrons.

**Budget**

I am working with staff who maintain a programming or collection budget during the next two weeks to determine their needs for 2020. In addition, Genesis and I are crafting a technology strategic plan and purchasing plan to help better project our technology costs over the next several years to include replacing aging equipment and items we would ideally like to add to expand our offerings and services. This legwork will help me make recommendations to the Budget and Finance committee members for our 2020 budget request to the City.

*Respectfully Submitted,*
*Tara Franzetti*