<table>
<thead>
<tr>
<th>Service</th>
<th>October 2018</th>
<th>October 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children’s books and magazines</td>
<td>4276</td>
<td>3800</td>
</tr>
<tr>
<td>Children’s media</td>
<td>216</td>
<td>263</td>
</tr>
<tr>
<td>Adult books and periodicals</td>
<td>3344</td>
<td>3108</td>
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<tr>
<td>Adult media</td>
<td>2005</td>
<td>1917</td>
</tr>
<tr>
<td>eContent (new Hoopla monthly limit: 4 per mo. ¼ of previous limits)</td>
<td>1437</td>
<td>1406</td>
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<tr>
<td>Young adult books</td>
<td>442</td>
<td>360</td>
</tr>
<tr>
<td>Microfilm use</td>
<td>133</td>
<td>19</td>
</tr>
<tr>
<td>Adult and Children’s Reference/reader advisory/loan assist</td>
<td>2519</td>
<td>1256</td>
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<tr>
<td>Computer Assistance at Reference</td>
<td>708</td>
<td>1421</td>
</tr>
<tr>
<td>Adult Internet Usage</td>
<td>2179</td>
<td>2193</td>
</tr>
<tr>
<td>Children’s Internet, iPad, Game Computers, Word Processing Usage</td>
<td>1119</td>
<td>774</td>
</tr>
<tr>
<td>JPL’s wireless usage (reports from our routers, hand devices too)</td>
<td>2364</td>
<td>3395</td>
</tr>
<tr>
<td>Children’s Program attendance Includes guitar class and class visits</td>
<td>973</td>
<td>753</td>
</tr>
<tr>
<td>YA and Adult Program attendance (Library and community)</td>
<td>404</td>
<td>Adult: 474 Teen: 156 Total: 630</td>
</tr>
<tr>
<td>Young Adult Programs (includes guitar class)</td>
<td>Programs: 156 Outreach: 96 Total: 252</td>
<td></td>
</tr>
<tr>
<td>Electronic Door Counter</td>
<td>17,716</td>
<td>16,242</td>
</tr>
</tbody>
</table>

Newsletter links for November:

Adults - [https://conta.cc/35Nuf4g](https://conta.cc/35Nuf4g)

 Teens – [https://conta.cc/2WInUmR](https://conta.cc/2WInUmR)

 Children’s – [https://conta.cc/2MUuXW4](https://conta.cc/2MUuXW4)

 Children’s special (Community Baby Shower) - [https://conta.cc/2OOToFK](https://conta.cc/2OOToFK)
ADULT PROGRAM HIGHLIGHTS
Reports by Cathy Folk-Pushee unless otherwise mentioned

Yoga, Continued-October 1, 15, 22, 29
Yoga continues to be one of our most popular adult programs. Attendees can’t wait until Lateefah is back in the spring!

Acting for Beginners-October 7, 15, 21, 28
The acting workshop wraps up on November 4 with participants’ final performance for their family and friends. Attendance dropped off this time as the workshop continued. We’re looking into why and are considering reworking the program for next year.

Diwali Festival of Lights-October 19
This was a very popular program and a fun event. We received many positive comments and were encouraged to do more by the families who attended.

Hudson Shakespeare Co. Presents Doctor Faustus-October 19
Attendance was low, but very enthusiastic at this play. The presentation was very good and I would have the company back anytime.

Medicare Ps and Qs-October 22
The presenter reported that he had a very nice and lively conversation with the folks who came out to talk to him. He would like to come back next spring for another presentation on Medicare since there were so many questions.

Cookbook Club, - Report by Gladys Cepeda
This month’s selection was Ottolenghi simple : a cookbook by Yotam Ottolenghi. The book was not well received, the ladies felt that it was a hard cookbook and a little bit labor intensive’ however every dish was sampled was better than the last! We noshed on Zucchini, pea, and basil soup, Roasted butternut squash with lentils and dolcelatte, Cornbread with cheddar, feta, and jalapeno, Shrimp and corn fritters, Sweet potato mash
with lime salsa, Seeded chicken schnitzel, Ricotta and oregano meatballs, Fettuccine with spiced cherry tomato sauce, Blueberry, almond, and lemon cake, Spiced apple cake, Blueberry, almond, and lemon cake, and Dutch miniatures.

Next month's selection is Thanksgiving 101: celebrate America's favorite holiday with America's Thanksgiving expert Rick Rodgers. We'll be meeting Monday November 18th at 7:00pm in the auditorium.

Individual Assistance
Computer Skills, Job Search, and Inspect Your Gadget:
   Genesis Jais, Catherine Folk-Pushee, Laurie Meeske
Total Attendance: 21 (Cathy)
PowerPoint=1, Word=3, resumes and cover letters=3, job search=3, basic computer=2, email=3, other (gov apps online=1, Google Slides=2, smartphone=2, researching international real estate investors online)

Highlight: One of my job search students got a job! It is full-time and in a field where he has previous experience. He reported that he is so much happier now that he is working again.

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

Spanish Computer class - 11 people
   - 2 people came to renew their home health aide certificates. It is a new online process.
   - 4 people needed to create an email account for their job
   - 3 people needed help building their resume
   - 2 people came in to assist them in learning how to navigate the internet

Citizenship Mock Interviews- 4 people
   - 3 people passed the citizenship test
   - One person is preparing for the test next month.

Guitar class - total 60 (children, teens and adults) October 5, 12, 19, 26
Children learn how to play the guitar in 8 classes. There are three different levels: beginner, Intermediate I and Intermediate II. Advanced level will be added in Spring 2020.

Hispanic Heritage Fiesta- 65 people (children, teens and adults) October 12
The tango performance was a dancing presentation telling the history of Tango through dance. The dancers engage with the audience. The audience learned how immigration, slavery and culture molded Tango. After the presentation, there were different types of empanadas that were distributed to the audience. The audience listen to music while they enjoyed the delicious food and drinks. Coloring pencils and paper was put out so children can color, while parents enjoy the show.
Young Adult Highlights
*Keri Adams, YA Librarian, Head of Periodicals*
*Young Adult Attendance: 91*

We got back on track with a month of huge Teen Tuesday attendance. Highlights were a STEM Games challenge where the kids had to use cardboard tools to make an extension arm and then race to pick up toys, a Halloween Themed Escape Room that was tremendously popular despite a few hiccups with the clues, and a craft day where we made Rice Krispie Treat Monsters and painted bags for Trick or Treating.
Outreach continued this month with a trip to the Middle School to check out books to Mr. Membreno’s students for their author studies and our first booktalk of the year at Hackensack High School. The booktalk was not well-attended though a few students were interested in the books and asked questions about our programs. The new School Media Specialist (and former/current JPL librarian) Liz Kennedy and I have decided to shift from lunchtime booktalks to partnerships with teachers as the high school has added an independent reading component to the curriculum.

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

October is always a busy month for the Children’s Room and this year was no different. Our first ever Boo Fest was a hit! The party in the morning was for Pre-K to grade 2, where the kids played games and made crafts before Halloween story time and dance party. We also had a parade where all the kids walked around the library in their costumes and it was adorable. The patrons loved it. The party for the older kids (grades 3-6) was a two-hour drop-in event also with games and more involved crafts (slime, perler beads and button making). Altogether we had almost 200 people at both parties combined.
This month we also had five classes visit us from the Hackensack schools. One was a bilingual third grade class that came one evening with their parents for a story time and tour. I loved this format since I was able to introduce not just new kids but new parents to the library - most of whom were not aware of what the library offered both in English and Spanish.

Our weekly program attendance is still up there and going strong, with almost 400 people for the month despite taking a two-week break to prepare for Boo Fest and the next session. Next month we are excited to host our first ever Community Baby Shower!

October 2019 Social Media Statistics

Twitter:
Impressions: 3,442
Profile visits: 33
Mentions: 2
Followers: 812

Facebook:
Post Reach: 10,303
Post engagement: 1,749
Page views: 471
Page likes: 26

Instagram:
Impressions: 2,184
Reach: 706
Followers: 364 (+7)

Outreach and Public Relations

Outreach and Community Relations Librarian, Laurie Meeske

PR & Marketing

PR

• The Hackensack Chronicle has made a significant change in how events are submitted for publication in the paper. Instead of being submitted together in one press release, events must now be entered through an online interface called Eventful. We have created an account with this new interface and have been using it to submit events.

• During October, the library received less coverage in the Chronicle due to this transition. We are monitoring the Chronicle to see how this new process impacts our coverage in the paper once this transition has been completed.

Outreach & Sponsorship
BCCLS Friends Breakfast - 10/22

- The Friends again donated a basket for the BCCLS Friends Breakfast, which acts as a fundraiser for the BCCLS Scholarship fund to assist graduate students pursuing a degree in Library Science.
- I attended the event along with Tara, Gen, Michelle, and Dan Kirsch (Friends President).
- Congratulations to Michelle, who received a mention from one of the speakers at the Breakfast.

Condo & Co-op Board Meeting - 10/24

- I met with several members of Hackensack’s Condo & Co-op Board after Karl Wagenführ, Treasurer of the Friends, put me in contact with them.
- We discussed various ways for the library to work collaboratively with the Condo & Co-op Board.
- As a result of this meeting, the Condo & Co-op Board will begin distributing our monthly event flyers. Tara and I have also been invited to present at the full meeting of the Condo & Co-op Board on November 21st. We plan to discuss library services and make library cards for eligible attendees.

Friends Update

- The Friends Board met on October 29th.
- Dan Kirsch, Friends President, set up a Friends table at the library’s Boo Fest event on October 26th to promote Friends membership.
- Gen and I assisted the friends in preparing an additional Friends marketing email to the library’s mailing list scheduled to be sent on November 1st.
- The Friends are considering holding a kickoff event in spring 2020.
- The next Friends meeting will be held on Tuesday, November 26th, at 9:15am.

Programs & Events

Inspect Your Gadget - 10/3, 10/10, 10/24, 10/31

Miscellaneous

Room Reservations

- At this point, Melina has largely taken over the room reservation process. As questions come up on less frequent issues relating to room reservations (for example, Sunday reservations of the library by PMTG), I have continued to help support Melina as she picks up the details.

Government Documents

- The large project to weed the government documents section continues. Many thanks to Cathy and Rosalie, who have been helping with various parts of the process.
- The biennial FDLP survey is due by November 18th. In order to optimally fill this survey out, I am aiming to have all of the government documents we plan to weed submitted by that date to the regional depository in Newark for removal.
- In October, 944 items were submitted for removal, for a total of 1,667 items submitted.
- We also began discarding and recycling the government documents that have been approved by the Regional Depository in Newark for removal. So far, we have completely removed 157 entries worth of materials. Many thanks to Pete and Tony for their help in discarding these items.

Budget
Gen and I worked together to put together a comprehensive budget request for the marketing department.

**Professional Development**

**Employee Name:** Brigid Cahalan  
**Sponsored by:** BCCLS On the Road: Staff Training at River Edge Library  
**Time:** 9:30-12:00  
**Dates:** 10/23/19

**Employee Name:** Gladys M. Cepeda and Gavin Godbolt  
**Activity:** YOUTH SERVICES FORUM – WORKSHOP XXIX: Youth Services Are Lit! A DAY OF HOT TOPICS AND ISSUES IN LIBRARY SERVICES TO CHILDREN AND YOUNG ADULTS  
**Sponsor:** The Children’s Services and Young Adult Sections of the New Jersey Library Association, The NJ State Library and the NJ Association of School Librarians  
**Date of Participation:** Oct. 7th  
**Length of Activity:** 8am to 4pm

**Opening Remarks: Leeza Hernandez**  
Leeza Hernandez was a great speaker. I particularly enjoyed her walking us through her process of writing a book. Definitely something that can be taken back and made into a program with the older kids (3 to 6th grade).

**Session 1: 10:40am - We have diverse books, now what?**  
This panel discussed strategies and problem solving when it came to adding diverse books to your collection. While I did enjoy the discourse, the presenters unfortunately did not touch on anything that hasn’t already been addressed. I would like to see other diverse topics discussed; such as adoption, foster care, abuse physical, emotional, and sexual. I feel that these are topics that are infrequently if ever addressed.

**Keynote Speaker: Wil Mara – Myth of the Reluctant Reader**  
Mr. Mara’s keynote lecture was a very fascinating one. He demystified the myth of the reluctant reader (or maybe solidified the fact that further research needs to be pursued). It was interesting to learn of his findings and how even the most “reluctant reader” will choose to read, when approached in a way that is engaging to them.

**Session 2: 1:30pm - Lending Nontraditional Items @ Your Library**  
This session was nothing like what I expected it to be. It was set up that different tables presented their nontraditional lending items, as we walked around the room. While there was a variety of items available for lending all the items where only available to their home patrons. It would have been interesting to see them present about lending the nontraditional items to outside patrons.

**Name:** Michelle Ferreira  
**Name of program:** Cross Cultural Communicators in Libraries Training- Library Interpreter and Translator Boot Camp  
**Location:** Fairfield Public Library, NJ  
**Sponsored:** New Jersey State Library and Institute Museums and Library Services  
**Date of Participation:** October 24, 2019  
**Length of Activity:** 10-4:30

- Language Access Laws and Regulations  
- Title VI, ADA, LEP  
- Role Play
Some ideas I gathered from this event that I could add to Johnson Public Library is creating a glossary of terms already translated. There are so many different words to describe something in Spanish. Having a glossary to assist with translation will help all the staff that translate by keeping translations uniform and using the correct syntax. This will help us being uninformed when it comes to translating.

**Name:** Michelle Ferreira  
**Name of Program:** Webinar Best New Releases in Spanish for This Fall and Winter  
**Sponsored:** Penguin Random House Grupo Editorial  
**Date of participation:** October 23, 2019  
**Length of activity:** 1pm - 2pm

- New works of fiction originally written in Spanish by Arturo Pérez-Reverte, and Nobel Prize Mario Vargas Llosa.  
- Spanish versions of *City Girls, Cari Mora, The Giver of Stars,* and *Braving the Wilderness,* by *New York Times* bestselling authors Elizabeth Gilbert, Thomas Harris, Jojo Moyes and Brené Brown.  
- A fascinating chronicle of the Central American Caravan that departed from Honduras to the United States a year ago.  
- Two popular non-fiction titles that will be ideal to start the New Year: one by international speaker, TV personality and radio host César Lozano, and another one by Venezuelan Feng Shui and Astrology guru Alfonso León, known as The Architect of Dreams.

**BCCLS Information**

The most recent System Council meeting was held on October 17th.

The big news from that meeting is that beginning on Valentine's Day, all BCCLS libraries will offer unified loan periods and automatic renewals. I am pleased that this initiative passed as it will allow us to provide better customer service to patrons and will be easier for staff.

**Building and Grounds**

*Clock*  
The clock has been reset for Daylight Savings. Earlier this year we entered into a preventative maintenance agreement with Standard Time and Clock, so during his visit to adjust the time, the owner spent several hours tuning and oiling up the clock work and chimes.

*Renovation*  
More details on what the Library Bond and Construction Act application will entail have been released as of November 4th.
The downstairs restrooms and possibly a replacement elevator cab may qualify for a separate grant available through the HUD. The City would need to write a resolution for us and the deadline is in early December. I’ve reached out to the City Manager to see if Hackensack has any remaining allotments for applications to this grant program.

**Security Cameras**
I am currently gathering quotes for a digital replacement system.

**Budget**

Laura and I met to go over a preliminary budget. Previously, there was no real budget for marketing or marketing materials. This would include physical items needed (such as a tent for outdoor events, a table cloth with library branding, give-aways, signage, etc) as well as digital costs and subscriptions related to social media. Laurie and Genesis worked up a detailed wish list of items needed for successful marketing. I feel that their requests are modest and reasonable. Since we have a dedicated position for outreach and marketing, it makes sense to ensure that the person in that role has all of the tools they need to be successful. We also have a bit of investing to do with technology, as much of our equipment is aging and needs to be replaced or updated. Finally, we need to purchase a few years’ worth of The Record on microfilm. Microfilm is expensive and we are one of the only libraries in the area that offers it. At Laura’s suggestion, we will begin tracking how often The Record on film is being used by folks from out-of-town. If we find that a majority of users are not Hackensack residents, (which is my assumption) I will be pursuing funding from The Bergen County Freeholders as we are supporting this access for the whole county.

I am proud to say that we will likely get through 2019 without having to transfer any funds from our reserve account. We should have just enough positive cashflow to cover the first payroll in January by a hair.

Respectfully Submitted,
Tara Franzetti