## Library Director’s Report, November 2019

<table>
<thead>
<tr>
<th>Category</th>
<th>November 2018</th>
<th>November 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children’s books and magazines</td>
<td>3664</td>
<td>3630</td>
</tr>
<tr>
<td>Children’s media</td>
<td>286</td>
<td>316</td>
</tr>
<tr>
<td>Adult books and periodicals</td>
<td>3066</td>
<td>2860</td>
</tr>
<tr>
<td>Adult media</td>
<td>2309</td>
<td>1949</td>
</tr>
<tr>
<td>eContent</td>
<td>1204</td>
<td>Not yet available</td>
</tr>
<tr>
<td>Young adult books</td>
<td>376</td>
<td>326</td>
</tr>
<tr>
<td>Microfilm use</td>
<td>30</td>
<td>4</td>
</tr>
<tr>
<td>Adult and Children’s Reference/reader</td>
<td>1581</td>
<td>1340</td>
</tr>
<tr>
<td>advisory/loan assist</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Computer Assistance at Reference</td>
<td>628</td>
<td>1091</td>
</tr>
<tr>
<td>Adult Internet Usage</td>
<td>1682</td>
<td>1820</td>
</tr>
<tr>
<td>Children’s Internet, iPad, Game</td>
<td>969</td>
<td>750</td>
</tr>
<tr>
<td>Computers, Word Processing Usage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JPL’s wireless usage (reports from our routers, hand devices too)</td>
<td>2190</td>
<td>2991</td>
</tr>
<tr>
<td>Children’s Program attendance</td>
<td>515</td>
<td>391</td>
</tr>
<tr>
<td>YA and Adult Program attendance (Library &amp; Community)</td>
<td>81 (YA) 132 (Adult) 123 (Community)</td>
<td>69 (Teen) 302 (Adult) 79 (Community)</td>
</tr>
<tr>
<td>Young Adult Programs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electronic Door Counter</td>
<td>17,298</td>
<td>16,570</td>
</tr>
</tbody>
</table>

---

**December Newsletters**
- Adults: [https://conta.cc/2OcsUNK](https://conta.cc/2OcsUNK)
- Teens: [https://conta.cc/2Olblv4](https://conta.cc/2Olblv4)
- Children: [https://conta.cc/37ye3EU](https://conta.cc/37ye3EU)
ADULT PROGRAM HIGHLIGHTS
Reports by Cathy Folk-Pushee unless otherwise mentioned

Acting Workshop Final Presentation - November 4
Participant presentations really came together for the grand finale of this fall’s Acting Workshop for Beginners. You could tell how hard they had worked to memorize and get into their monologues and, in some cases, scenes. Teachers and students alike were proud of their accomplishments.

How to Reverse an Opioid Overdose - November 5
Participation was lower than hoped for our second Narcan training session. The county had just held one earlier in the fall so that may have affected turnout for our presentation. Despite low attendance, Kelly’s presentation was well informed and well received by participants, including both of our security staff members.

Hackensack Creates...Felted Wool Owls - November 6
This was such a fun workshop! I hired Kerstin Katko from Ducky’s Sheep Shack and she was a great teacher and artist. She was very well organized and walked us patiently through the process step by step to create our own unique owls.

Mindfulness - November 12
Local Health and Wellness Coach, Jasmine Bilali gave a very informative and engaging talk on what mindfulness is, its many benefits, and how to incorporate it into our lives daily. There was a mother with three children who attended the program and the kids had some great questions and insightful comments. It was very interesting hearing what everyone had to say.

Open Mic Night Featuring Chuck Burks - November 21
Once again, Tony brought a crowd for Open Mic Night! Early in the evening we had a full list of performers signed up with a wide range of talents. Chuck Burks was not only very personable, but also incredibly funny. He had the entire room doubled over laughing. At the end Tony made an announcement thanking everyone and directed attendees to the exit. Surprisingly, practically everyone promptly exited up the Moore Street stairs and the program ended on time which is rare. Overall, it was a very entertaining and successful night.

Cookbook Club, - Report by Gladys Cepeda
This month’s selection was Thanksgiving 101 : celebrate America's favorite holiday with America's Thanksgiving expert Rick Rodgers. The book was well received, the ladies were looking forward to seeing how they could integrate the recipes into their own holiday baking! We gobbled up some exquisite dishes such as Cheddar puffs (pate a coux), Shrimp cocktail dip, Not your grandmother’s succotash, Green bean bake,
Shrimp salad on Mesclun with Saffron Vinaigrette, Broccoli with Roasted Garlic Butter, Tender corn pudding, Chili cheese dip (own recipe), Cranberry Cheesecake, Candied Yam and Casserole 101, and last but not least Pumpkin Pie.

Next month's selection is Holiday cookies by Elisabet der Nederlanden. We'll be meeting Monday December 16th at 7:00pm in the auditorium.

**Golden Girls Trivia - November 19 - Report by Genesis Jais**

Trivia went really well. It was our first time doing Golden Girls as a topic so we were unsure how many people we would get. We had a total of 28 people, split into 7 teams. Everyone really seemed to enjoy the questions, even the people who were not doing as well. Cheers Bar and Restaurant provided us with gift cards for first and second place. We also had prizes for first place. 1st & 2nd place winners were newcomers to our trivia events and expressed excited interest for attending in the future. Our next trivia is on Star Wars on December 17.

**1st place**

**2nd place**

**Individual Assistance**

**Computer Skills, Job Search, and Inspect Your Gadget:**

*Genesis Jais, Catherine Folk-Pushee, Laurie Meeske*

**Total Attendance: 16**

Word (2), Excel (6), resume (1), email (1), online learning (2), Google Slides (2), updating business website (1), smart phone (1)
English Conversation, Computer Assistance in Spanish and English, and Bilingual Outreach

Michelle Ferreira, Bilingual Library Associate

Spanish Computer Class- 10 people
2- how to navigate the internet
1- offered a Spanish law student Westlaw databases. The patron is trying to balance her law degree in this country. I informed her that she could use our computers any time to find cases pertaining to her assignment
3- helped create 3 email accounts
2- assist with building resumes to find a new job
1- showed canva to patron Canva to a person to make bookmarks for church group
1- showed patron Canva and G-suite to help with business

English Computer Class- 2 people
Showed a patron how to Rosetta Stone to learn Mandarin using phone and personal computer
Showed a student how to search databases to complete college assignment

Citizenship Mock Interview:6 people
2 people passed the citizenship interview in the month of November
Other people were preparing for their upcoming interview

Guitar Concert November 2, 2019- 60 people total
Report by Katherine Cannarozzi
The guitar concert was a huge hit. Many of the students dressed up and looked so proud of what they learned. The parents were excited and took many pictures and videos of the children performing.
Their advanced students are especially impressive and their perseverance is evident in how beautifully they play complex melodies. There is already a list children for the next round of guitar classes.
Young Adult Highlights
Keri Adams, YA Librarian, Head of Periodicals
Young Adult Attendance: 57

This month's Teen Tuesday events were mostly well attended, lead by 8 Player Smash Bros. which attracted 25 teens! The teens also especially enjoyed Anime Club where we watched the first few episodes of the show Promised Neverland. Rosalie led her first solo Teen Tuesday event, showing a Half Day Movie, which went really well.

I was able to get out to Hackensack Middle School for two different events this month. We were able to host our first Booktalk of the year which continues to be a huge hit. Many of the students who attended I
recognize from either Booktalks last year, Teen Tuesday or summer reading events at JPL, or both! There were a few new 6th graders in attendance and we are hoping to expand the number of kids from this group in the future. I also partnered with Mr. Membreno again to bring non-fiction books on contemporary/historical issues to his enrichment class. Although the class only had 19 students, they checked out 50 titles, with particular interest in LGBTQ issues and gun violence. A few kids asked to check out additional titles on topics that they weren't planning to write about just because they found them interesting.

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

This month we held our first ever Community Baby Shower, sponsored by the Hackensack Elks Club. We had four speakers: Officer Mattalian on car seat safety, Sharon Guerrero from the Hackensack University Medical Center on infant CPR and poison control, Andrea Booker from the Partnership for Maternal and Child Health of Northern NJ on SIDS, and Jamie Vergara from Postpartum Support International on postpartum depression. We also had Terry Wunk from the YMCA at a table with resources and was kind enough to raffle off a 3-month membership to the Y. We played standard baby shower games, gave away prizes and raffled off a $50 Target gift card and the beautiful gift baskets made by local Hackensack resident, Stephanie Creer-Lewis. The Elks Club sponsored everything - food, prizes, gift bags supplies, decorations, etc. It was truly a generous donation.

We had about 12 new/expecting mothers, each of whom brought a guest with them. The participants were really engaged in the speakers and later came up to me, thanking me for the information. We all had so much fun during the games and all in all it was a beautiful event. I can’t wait for the second one in May!
Weekly programs are still going strong, despite the colder days. The second group of Kindergarten classes from Nellie K. Parker came for their annual visit, tour and first library cards - something I am hoping all of the elementary schools will eventually do by next fall.

Next month we have our annual Noon Year’s Eve Party with a countdown to noon and a show by Magical Melodies’ Mr. Chris!

**November 2019 Social Media Statistics**

**Twitter:**
- Impressions: 3,494
- Profile visits: 115
- Mentions: 4
- Followers: 816 (+4)

**Facebook:**
- Post Reach: 3,299
- Post engagement: 388
- Page views: 323
- Page likes: +19

**Instagram:**
- Impressions: 451
- Reach: 238
- Followers: 370 (+6)

**Outreach and Public Relations**

*Outreach and Community Relations Librarian, Laurie Meeske*

**PR & Marketing**

**PR**

- Hackensack Chronicle
  - With the changes in how events are being handled in the Hackensack Chronicle, it appears that library events are still being included but are receiving less overall coverage. Whereas before, the descriptions of events were included in a library section within the paper, now certain events may be highlighted as library events while the rest are included in an overall listing of events going on in the neighborhood, and less information is given on each event.
  - We’ll continue monitoring the situation and see if there’s a way to get additional coverage especially on our larger events.
- Tree Lighting & Main Street Business Alliance
The library received a mention in the PR materials the Main Street Business Alliance sent out on their December 2nd tree lighting event. The library will be giving away free books for all ages.

**Outreach & Sponsorship**

**Library Awareness Day - 11/6**

- 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.
- Spoke to: 36
- Newsletter sign-ups: 4

**Library Tour with Class from BCC’s Ciarco Center - 11/13**

- A class from the Ciarco Center came to the library for a tour. I showed them around the library and explained our services. 19 people participated.

**Meeting with Patrice of Main Street Business Alliance - 11/19**

- I met with Patrice to confirm final preparations for the Tree Lighting event scheduled for December 2nd. We also discussed potential ways for us to collaborate on various future events, including the Main St. Festival planned for June, next year’s Food Truck Fridays, and block parties.
Condo & Co-op Board Meeting - 11/21

- I gave a presentation on library services at the monthly meeting of Hackensack's Condo & Co-op Board. Attendees learned about our less-known services, including museum passes, digital content, hot spot lending, etc.
- Spoke to: 17
- Newsletter sign-ups: 4
- New cards: 5
- Card renewals: 2

Friends Update

- The Friends Board met on November 26th.
- The Greater Alliance Hopes and Dreams Foundation for Children is gifting the Children's Department $3,000. Many thanks to the Friends and Ana Suarez, a member of the Friends Board, for helping to make this possible. The funds will be used to purchase furniture and other important supplies for the Children's Department. The Foundation also plans to provide additional funds next year.
- The Friends have collected over $1,000 in memberships so far.
- The Friends are going to create their own mailing list using MailChimp, so that they will be able to communicate directly with members.
- The next Friends meeting will be held in January, but an official date/time has not been set yet.

Programs & Events

Inspect Your Gadget - 11/7, 11/14, 11/21

- See Gen's report for details.

Pub Trivia - 11/19

- See Gen's report for details.

Miscellaneous

Government Documents

- During November, we submitted nearly all of our remaining government documents to Newark for removal - a total of 3,949 entries. That brings us to a grand total of 5,616 entries submitted for review.
- We met the deadline for submitting the biennial FDLP survey on November 18th, and we notified them that we are in compliance with the requirements of the program.
- Many thanks to everyone who helped work to complete this project in time to meet this deadline - Cathy, Keri, Rosalie, Gen, Mari, Maria, and Dawn. This was a monumental task, and I could not have gotten it done in time without their help.
• I will continue working to decommission the small number of items that have not yet been submitted to Newark in the coming months, as well as fully withdraw the items that have been submitted as Newark approves their removal.

Closet Cleaning

• On November 22nd, we continued working to organize the main closets in the auditorium and the meeting room. We started inventorying all of the programming supplies in both closets, and reorganizing the materials so that the supplies will be easier to find when needed. Going forward, certain types of supplies will also be shared between departments, with a goal of reducing supply costs and improving overall efficiency. The vast majority of the supplies have been inventoried at this point. We plan to complete the project and finish organizing the supplies with labels in January/February. Many thanks again to everyone for helping out.

Professional Development

Name: Mari Zigas and Gladys Cepeda  
Sponsored by: BCCLS  
Title: Youth Services Boot Camp: A Librarian's Guide to the Galaxy... and Places Closer to Home  
Date: Friday, November 15th, 2019  
Time: 9am - 12pm

• Presentation on different boards, who elects them, what their role is in the library, etc.  
• Learned about best practices in running a successful outreach program: always have two people go (at least one staff if you have volunteers), create a solid relationship with schools/PTA, try different locations (grocery stores, pool, laundromat).

Name: Michelle Ferreira  
Sponsored by: ALA and FIL Guadalajara  
Title: ALA-FIL Pre-Orientation Webinar  
Date: Tuesday, November 19th, 2019  
Time: one hour 12pm-1pm

• This webinar was to prepare for upcoming international book fair in Guadalajara.  
• Learn what is the best way to get to the hotel (cost)  
• Learn about Mexican currency and exchange rate.  
• Best routes to get to the book fair (walking)  
• Places around the hotel, for example: grocery stores, coffee shops, restaurants  
• What to look for at the book fair  
• Which sections of the fair are geared towards librarians
General Comments

Greater Alliance Hopes and Dreams Foundation for Children is gifting the Children's Department $3,000! Ana Suarez, who is a Friends of the Library Board member, also is on the Board for the Foundation and suggested the library as a recipient. The Foundation plans to keep the library in mind for an annual gift of 5-6k. They would like the library to be their “home base” for donations within the City of Hackensack. Mari and I are working on a definitive list of items to purchase. The donation itself is a great press opportunity for the library, the credit union, and The Friends and will be an event complete with a large novelty check!

The staff have been working hard on various projects. Laurie Meeske completed important and tedious tasking of bringing us up to compliance with Government Documents. This required entering individual items and sets into a database. A total of 5,616 entries submitted for review. Other staff assisted Laurie in this effort, including Cathy, Keri, Rosalie, Gen, Mari, Maria, and Dawn.

I have asked all staff who conduct programs to inventory, clean out and organize their supplies. Supplies for programs have been kept in various parts of the building, wasting space, time and money. Many supplies can be shared across departments which would help bring down the programing budget or allow us to allocate funds for additional programs. The staff have made great progress over the last several months and round four (the final round) of “Project Closet Cleanout” will be completed in January or February.

BCCLS Information

Director’s Salary Survey complete and has been published; next System Council meeting will be held on December 19th.

BCCLS will be boycotting MacMillan.

From the press release:

“On Nov 1st, 2019 the publisher Macmillan changed their ebook licensing terms with libraries. This happens from time to time. What’s different about this particular change is that it will hurt BCCLS libraries and our patrons.

● When a new ebook is released, a public library will only be allowed to buy a single copy during the first eight weeks the book is out.
● After eight weeks, the library will be allowed to purchase as many additional copies as they’d like, but at a higher price.

These new ebook terms are designed to drive consumer demand on Macmillan titles by inflating library hold queues. Their assumption is that patrons who don’t want to wait for the single copy in the first eight weeks will simply purchase their own copies. BCCLS believes that accepting these terms signals that we are willing to accept whatever pricing and licensing model is offered, regardless of long term sustainability or fiscal responsibility. We have chosen not to play by these rules.”

Building and Grounds

Tower bells
The power supply to the chime portion of the clock failed and the chimes had to be manually reset. They are working again. The clock was also reset for Daylight Savings.

Quotes for Cameras
I am still working on collecting quotes for security cameras. I would like to start the installation early in the New Year to have it totally up and running by the Spring for the opening on the front lawn.

Snow Removal
We had our first snow removal/salting completed by MTS Landscaping and they did a solid job.

Respectfully Yours,
Tara Franzetti