### Director’s Report December 2019

<table>
<thead>
<tr>
<th>Category</th>
<th>December 2018</th>
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<td>Children’s books and magazines</td>
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<td>Adult books and periodicals</td>
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<td>Adult Internet Usage</td>
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<td>Children’s Internet, iPad, Game Computers, Word Processing Usage</td>
<td>889</td>
<td>519</td>
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<td>JPL’s wireless usage (reports from our routers, hand devices too)</td>
<td>2058</td>
<td>2832</td>
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<tr>
<td>Children’s program attendance</td>
<td>146</td>
<td>398</td>
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<tr>
<td>YA and Adult Program attendance (Library &amp; Community)</td>
<td>Adult: 127</td>
<td>Adult: 154</td>
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<tr>
<td></td>
<td>Teen: 96</td>
<td>Teen: 58</td>
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<td></td>
<td>Community: 118</td>
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<tr>
<td></td>
<td>Total: 341</td>
<td>Total: 212</td>
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<tr>
<td>Electronic Door Counter</td>
<td>17,217</td>
<td>17,285</td>
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Newsletter links for December:

**Adults** - https://conta.cc/35qQMUd

**Teens** – https://conta.cc/2EYWl0g

**Children’s** – https://conta.cc/2EcGJWG
ADULT PROGRAM HIGHLIGHTS
Reports by Cathy Folk-Pushee unless otherwise mentioned

Hackensack Creates...Snow Globe Ornaments - December 9
Snow globe ornaments turned out to be an ideal craft program for an adult audience. It wasn’t too short or too long or too difficult or too easy. I did end up with a few kids in the evening session who had trouble with the hot glue guns and generally putting the ornaments together, but they were the exception. They enjoyed themselves anyway as did the other attendees and were happy with their experience along with the completed ornaments.

Cookbook Club - Report by Gladys Cepeda
Cookbook club was cancelled this month due to a building emergency. We were supposed to host our cookie exchange, now instead we will be combining it with January’s cookbook club; we’ve agreed that no one will make desserts, instead we will bring in the cookies we would have brought in on the 16th.

Star Wars Trivia - December 17 - Report by Genesis Jais
Trivia went well even though it less people attended than what we were expecting. Star Wars usually draws a lot of people, but we suspect the icy weather conditions may have kept people away. We had a total of 14 people, split into 6 teams. All but one team lost during the wager round. Cheers Bar and Restaurant provided us with gift cards for first place. We also had prizes for first place. We announced the first 6 months of topics for 2020, including: Orange is the New Black (TV Show), Cheers (TV Show), Parks and Recreation (TV Show), Downton Abbey (TV Show), DC Animated Universe (scope still being decided) and Brooklyn 99 (TV Show).
Open Mic Night Featuring Cello Poems - December 19

The cold weather and holiday business probably affected turnout a little, but we ended up with a great audience nevertheless. This month Tony arranged to have an opener kick off the show which worked very well. He was the MC of another local open mic and also a great performer. It set a nice tone for the rest of the evening. We had some new faces again this month in the audience, some of whom also signed up to perform which is always encouraging. The featured performers were amazing! Daryl and Steve wove a tapestry of cello music and poetry that had the audience captivated. You could have heard a pin drop. About 95% of the people who attended heard about the event through Tony.

Individual Assistance
Computer Skills, Job Search, and Inspect Your Gadget:
Genesis Jais, Catherine Folk-Pushee, Laurie Meeske
Total Attendance: 12 (Cathy)
Excel-1, Word-3, resume-1, job search-2, basic-1, email-2, ipad-1, smartphone-1

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

Spanish Computer Class- 8 people
2 people- needed assistance filling out a job application
1 person- needed help downloading an app on their device to for their job
2 people- needed to make presentations for their school project. I gave them different ideas using Canva, Google Docs or Word
2- needed help building their resume
1- person needed help creating an Amazon account and wanted to learn how to purchase things online

Citizenship Mock Interview: 6 people
4 people passed the citizenship test
2 people are practicing for their upcoming interviews

Young Adult Highlights
Keri Adams, YA Librarian, Head of Periodicals
Young Adult Attendance: 54

There were only three Teen Tuesday events this month but all of them were big hits. We brought back the no-sew scarf craft from last year and had a good audience for Toy Story 4, despite having to move the start time due to a delayed opening at the schools which eliminated the half day. Rosalie ran a decorate a gingerbread house event that had 25 happy teens at it! They used kits of mini-gingerbread houses to make their creations. It was such a big success that we will definitely try again next year and challenge them to make their own designs.
Outreach at the Middle School continued with another successful booktalk event, and checkouts for Ms. McGuire’s 7th grade enrichment class who were studying dystopian novels.

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

This month was a little quieter for our weekly programs but we still had our core group of consistent attendees. Even with weather related closings and the holidays, we still managed to run over 30 weekly events with almost 200 in attendance.
On the 31st we held our third annual Noon Year’s Eve party for kids ages 0-9. The event was generously sponsored by Kumon. This was our first time having Mr. Chris from Magical Melodies perform, and to say it was a hit is a big understatement. Over 100 kids came with their families and the auditorium was packed. The kids had a dance party with shakers, participated in a trombone parade and just jammed out the whole time. We had our usual countdown to noon with noisemakers and all the kids left with a juice box and snack. It was a phenomenal turnout and Mr. Chris was just a gem to ring in the new year with.

2019 was a great year for the Children’s Room and I can’t wait for our new programs of 2020: Inclusion Game Day, Graphic Novel Book Club and more!

### December 2019 Social Media Statistics

**Twitter:**
- Impressions: 2,828
- Profile visits: 11
- Mentions: 11
- Followers: 811

**Facebook:**
- Post Reach: 2,616
- Post engagement: 313
- Page views: 264
- Page likes: 9

**Instagram:**
- Impressions: 1,821
- Reach: 861
- Followers: 376 (+6)
Outreach and Public Relations
Outreach and Community Relations Librarian, Laurie Meeske

PR, Marketing, & Sponsorship

PR

- Noon Year’s Eve
  - We are working to increase our live coverage of special events. For the children’s Noon Year’s Eve event, I attended and took pictures and video, and Gen posted them live while the event was in progress. Many thanks to Gen for posting content when she was out of the library!
  - This event was also sponsored by Kumon for $200 - many thanks to Kumon for their ongoing support!

Outreach

Hackensack Collaborative Outreach Meeting - CANCELLED

- Although I was planning to attend the Hackensack Collaborative Outreach Meeting on December 17th, it was unfortunately cancelled due to inclement weather.

Hackensack Tree Lighting
• Unfortunately, the Tree Lighting originally scheduled for December 2nd was postponed twice (first for December 9th, and then for December 12th) due to poor weather conditions. Ultimately, we were not able to participate this year. We are hopeful that the weather will be more cooperative for next year’s Tree Lighting event.

Friends Update

• The Friends did not meet in December - their next meeting will be held in January, and an official date/time has not been set yet.
• In December, the Friends did create their own MailChimp account, so that they will be able to communicate directly with patrons who have chosen to sign up to receive emails about the Friends. The Friends’ first official mailing through MailChimp was sent out on December 22nd.
• I also met with Dan and Ashwini to discuss logistics for the Friends holding a Book Sale next year on December 13th. The Friends plan to establish a committee to manage a book sale.

Miscellaneous

Government Documents

• On December 17th, Gen and I met with staff from the BCCLS office to discuss the possibility of cataloging digital content from the FDLP collection. This would make useful materials available to anyone searching the BCCLS catalog, and would be a better way for us to constructively participate in the FDLP program.
• We continue to decommission materials as Newark approves their removal and as time allows.
• To date, Newark has approved the removal of 2,649 entries, and requested that we send them 27 entries we are removing from our collection.

System Council

• I represented Hackensack at BCCLS’ December 19th System Council meeting. Topics discussed included:
  o The system approved a boycott against purchasing Macmillan’s ebooks for the central eBCCLS collection, given the recent changes to Macmillan’s purchasing policies. (Macmillan is allowing libraries to purchase only a single digital copy of each new ebook for the first eight weeks after its release - thereby limiting libraries’ ability to provide access to such content for all.)
  o How to handle damaged materials that are sent through the BCCLS delivery system.

Professional Development

Name: Michelle Fereira
Sponsored by: ALA and Feria Internacional del Libro, Guadalajara, Mexico
Title: 2019 Guadalajara International Book Fair
Date: December 1st through December 6th

December 1
Arrived at the book fair, went to different activities sponsored by Penguin Random House Editorial. Book talks by major Spanish Authors. Networked with other international librarians
Books talks by:
• Mario Vargas Llosa
• Luisito Comunica
• Lucy Lara
December 2
- Event with major publishers learned about the different sales demographics these publishers use. It depends on the part of the country
  - HarperCollins
  - Lectorum
  - iPg
  - Camara Nacional de la Industria Editorial Mexicana
  - Cinco Books
  - Publishers weekly
  - Multicultural Books
  - Tomor books USA
  - Spanish Publishers
  - Castillo
  - MakeMake
  - Bidi

December 3
All day workshop on Panorama of Spanish Language Publishing. Learned that even though there are more Spanish books made in the world. There are limited copies printed.
- Dominated by large media conglomerates
- Limited intercontinental distribution
- Regional alliances of independent publishers
- Limited print runs (1000 or 500 books printed)
- Best sellers about 5000 are printed
- There is a high degree of government involvement in research and publishing
- Mostly print based
- E-books continues to grow
- Leading publishing countries: Spain, Mexico, Argentina, Colombia, Peru, Chile

December 4
- All day Workshop on Spanish women authors. Famous author present was Karina Sainz Borgo and Orfa Alarcon
- Watched a book talk about Eduardo Sacheri
- Attended a REFORMA National event. I am a member of the organization. Network with other Spanish librarians
- Learned about an organization called : Seminar on the acquisitions of Latin American Library materials https://salalm.org/

December 5
- Book talk by major youtube personality that recently published a book called Si, Si Es Contigo. It is becoming a popular read for young spanish adults.
- Watched book talk by Elmer Mendoza
- Learned about other new Spanish publishers
  - Amazon Publishing
  - Cinco Puntos Press
  - Restless Book
  - Netflix
  - Scribd for Spanish ebooks

December 6
- Tour different book stores. Many of the books seen the library owns.
• Tour the Newark Public Library  
  o The exhibit on display was on Andean culture
• Met with the Director of the Hispanic Research Department for a possible collaboration on Andean  
  program for Hispanic Heritage month in 2020
  o She showed the archives she curates and catalogs
  o She showed the different buildings where everything is cataloged including government  
    buildings.
• The REFORMA meeting
  o Different by laws were passed
  o Topic of discussion was
    ▪ the lack of Spanish Language subject headings for too many books written in Spanish.  
    ▪ This deep gap in accessible information on a book is a disservice to our many library  
      patrons who are more comfortable in searching for books on a topic in their native  
      Spanish language.
    ▪ When our patrons tried to search the OPAC for a book using a subject heading search  
      in the Spanish Language he/she would not find this book, since there is no Spanish  
      Language subject heading access.
    ▪ Catalogers modify the OCLC bibliographic record to add Spanish language subject  
      headings *(for various reasons -- time, cost, lack of staff, work load).*
    ▪ How can we get the Library of Congress, OCLC, and the book publishers too be more  
      accountable in this matter and more sensitive to Spanish speaking end users?
    ▪ This is something I discussed to BCCLS. The catalogers at BCCLS told they make the  
      record from scratch or they use OCLS

General Updates

2019 Wrap-up
The numbers are in and 2019 was a very busy and successful year for JPL! Our usage was up overall. Please see the 2019 Usage Stats and updated Snapshot infographic for specific information.

State Library updates
Information for the New Jersey Library Construction Bond Act was released on Monday, January 6th. Grant applications will be accepted during two cycles. The first cycle (“Winter”) will open on March 6th and close on April 9th. Laura and I are working with Anthony to prepare the necessary materials to apply for the grant. I will keep you posted as more information becomes available.

Building and Grounds
We are continuing to collect quotes for a new camera system. So far, the ones I have received have been slightly lower than expected. I hope to have them installed by the end of March or early April, so that we can prepare the front lawn for opening to the public.

Laura and I have been working on a plan to replace some of the aging/damaged furniture pieces in the Children’s Department. Genesis Jais, Tech Librarian, has a comprehensive technology plan
that we will start on this year. Much of the plan involves updating the technology in the Children’s Department, and this will require some new furniture and additional wiring. The demand for computer time in the Children’s Department is very high and the plan will allow for both a reservation station, so that cardholders can sign up for computers on their own, plus and additional public workstation. The automatic reservations will save lots of staff time and overall be more efficient. That system is already in place in the adult department.

Thankfully, there are no major building issues to report at this time.

Respectfully Submitted,
Tara Cooper