## Director’s Report March 2020

<table>
<thead>
<tr>
<th>Category</th>
<th>March 2019</th>
<th>March 2020</th>
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<tbody>
<tr>
<td>Children’s books and magazines</td>
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<td>Children’s media</td>
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<td>Young adult books</td>
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<td>Microfilm use</td>
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<td>Reference Questions</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>
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<td>JPL’s wireless usage (reports from our routers, hand devices too)</td>
<td>2274</td>
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<tr>
<td>Children’s program attendance, includes guitar classes/concert, and class visits</td>
<td>511</td>
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<tr>
<td>YA and Adult Program attendance (Library &amp; Community)</td>
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<td>Young Adults Programs, incl. Outreach</td>
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<tr>
<td>Electronic Door Counter</td>
<td>17,818</td>
<td>1,731</td>
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</table>

### Newsletters:

COVID 1: https://conta.cc/2vfZCai

COVID 2: https://conta.cc/2TOWxYe

COVID 3: https://conta.cc/2TXKw2L

COVID 4: https://conta.cc/39a1y1Z

Director’s message: https://conta.cc/2ylwujj
ADULT PROGRAM HIGHLIGHTS
Reports by Cathy Folk-Pushee unless otherwise mentioned

Acting Workshop for Beginners - March 9
The workshop was off to a decent start with all repeat members. There were a couple new members who could not make it on the 9th, but were planning on attending beginning the following week. Unfortunately, the workshop was canceled after the first session. We will hold a second one in the fall.

Virtual “Fit to Be Lit” Book Club Meeting March 28-Report by Melina Halpin
Our first book club meeting via Zoom went well. There were only two attendees (not including myself) but we took advantage of the time to chat and check in with how everyone was doing during the quarantine before entering into a lively and balanced discussion of The Unseen World by Liz Moore. With only three of us, it was easy to make sure that everyone had ample time to share their thoughts, and we discussed certain aspects of the book that I highlighted, in addition to some open forum time to comment on aspects of the book that people enjoyed or found lacking. The Zoom platform worked well for the discussion, and we are planning to have another virtual meeting in April.

Individual Assistance
Computer Skills, Job Search, and Inspect Your Gadget:
Genesis Jais, Catherine Folk-Pushee, Laurie Meeske
Total Attendance: 7 (Cathy)
Resume-1, Google Drive-1, Word-2, Email-1, Basic-1, Excel-1

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

Citizenship Mock Interviews in English- 4
During February, I practice with people their personal, civic, reading and writing questions. All 4 people passed the citizenship test.

Citizenship Mock interviews in Spanish -2
Two people need to pass the citizenship interview in Spanish. I share material with them in Spanish and practice during the first two weeks of March. Their interview date has been rescheduled.

Spanish Computer class - 4
Set up ipad
Create two emails
Assist to Apply for selective service and print out the certificate
Assist to apply for AARP
Guitar Class - 11 children 11 teens 20 adults
The last class for guitar class was March 14. This day was used for children to receive their certificate. People were grateful to Mr. Meneses as the instructor. Parents were eager to know when the fall classes would start.

Young Adult Highlights
Keri Adams, YA Librarian, Head of Periodicals
Young Adult Attendance: 28

We were able to have two Teen Tuesday events before the library closed for the rest of March. Rosalie ran (with some help from Michelle) a Hyperactive Trivia event which allowed the teens to answer questions while running across the room to earn points. Even one of our hardest to please teens admitted at the end, “That was pretty fun.” We also had a special Smash Bros. Ultimate tournament. The students had the day off from school while the teachers were in continuing education so we were able to host a longer event than a typical Teen Tuesday. Thirteen teens came in on their day off and we were able to run through a tournament bracket four times. One of the teens won the first three rounds. The teens who attended really enjoyed the event and it’s something we’d like continue doing in the future.

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

This month we were able to run a couple of programs before closing due to COVID-19, all of which were well-attended. We celebrated Dr. Seuss’s birthday with our annual Read Across America event, making it an all-day drop-in event so kids of all ages could attend. Altogether 70 people came throughout the day! We had raffles, crafts, movies and activity sheets.
Brady, our Saturday therapy dog, brings in his fan club at every visit and the kids absolutely love him. They take turns reading to him and hanging out.

We also hosted our third Inclusion Game Day, bringing in 17 people on a Saturday afternoon. Families played giant checkers, a whole bunch of board games and Mario Kart on the Wii.

Since closing, the Children’s Department has been working from home on social media story times, virtual book clubs, digital scavenger hunts, attending webinars, future program planning (especially summer reading), updating/creating readers advisories, and more.
March 2020 Social Media Statistics

Twitter:
- Impressions: 3,386
- Profile visits: 40
- Mentions: 2
- Followers: 826

Facebook:
- Post Reach: 4,315
- Post engagement: 1,455
- Video Views: 2,209
- Page views: 697
- Page likes: 1,828 (+38)
- Page followers: 1,945 (+44)

Instagram:
- Impressions: 7644
- Reach: 3220
- Followers: 437 (+36)

Book Club
“The Greats” Book Club read *The Alchemist* by Paulo Coelho for March 16. We had a record 12 attendees. We had a lively and enlightening conversation. We are looking forward to reading *The Rules of Magic* by Alice Hoffman for April’s Book Club.
Outreach and Public Relations
Outreach and Public Relations Librarian, Laurie Meeske

PR, Marketing, & Sponsorship

PR

- JPL was mentioned in article was posted on Tapinto about our Prom & Cotillion Dress Collection:
- JPL was mentioned in Mayor John Labrosse’s statement regarding the COVID-19/Coronavirus outbreak, as posted on Tapinto:
- The Hackensack Office of Emergency Management released a special Nixle alert informing the public that the library’s wifi is available and patrons are welcome to use the staff parking lot to access it:
  [https://local.nixle.com/alert/7897930/?sub_id=9658794](https://local.nixle.com/alert/7897930/?sub_id=9658794)

Marketing

- New signage
  - We continued posting the new signage that was re-designed to match our branding on the main level.
- Bulletin boards
  - I continued covering our new custom bulletin boards. All but one has been completed. Two of the completed bulletin boards have been posted in the auditorium, but they need to be altered with ribbon due to some damage that occurred during the hanging process.
- COVID-19
  - Before the library’s closure, Gen and I worked on creating and posting signage regarding the COVID-19 crisis throughout the building.
  - We have also worked together to create several newsletters sent out to the library’s mailing list regarding the library’s status, and the virtual events and services that we are developing in response to the situation.
  - We also took the steps necessary to cancel our previously scheduled events in the library’s LibCal calendar as well as local community calendars.
  - Gen has developed an ambitious schedule of content that is being shared on social media and has actively been engaging with our patrons.
    - I am collecting and organizing relevant content from JPL staff to funnel through Gen.
  - Gen is also working on a new blog site to help disseminate information that would be helpful to the community in the current crisis. I am also helping to collect and organize these materials for posting.
• Virtual library cards
  o In light of the current crisis, BCCLS has started issuing virtual library cards to help patrons without a physical library card access digital content from home. JPL is upgrading these virtual cards for Hackensack patrons so that they can access the digital content available through JPL in addition to the content provided through BCCLS. We created an email template for circulation staff to notify patrons that their virtual card had been upgraded. It also lists the various digital services that are available to them.
  o I also put together a spreadsheet of available barcodes for adults and children, as well as instructions for Circ to assist with the process.

Outreach

Library Awareness Day CANCELLED - 3/11

• This ongoing event with BCC’s Ciarco Center was cancelled due to the COVID-19 outbreak.

City of Science CANCELLED - 3/21

• I had arranged for the library to have a PR & activity table at FDU’s second annual City of Science event, run with the World Science Festival. Cathy and I were going staff the table and run a bridge-building activity. Unfortunately, the event was cancelled due to the COVID-19 outbreak. Last year’s event was very successful and brought in a large number of people, so this was very disappointing.

Meeting with the YMCA - 3/30

• I met with several representatives of the Y to discuss how we can work together in the future. We came up with several possible ideas for joint projects that I will be discussing further with Mari and Keri.
  • We will also be participating as a featured partner in the Y’s virtual Healthy Kids Day on April 18th.

Main Street Business Alliance - 3/31

• I spoke with Patrice Foresman about how MSBA and the library can work together to support the Hackensack community through the current crisis. We are discussing the possibility of putting together an informative webinar series for the local business community. I also informed her of the various virtual services the library is putting into place to address the crisis.
  • I attended MSBA’s virtual Board meeting. Patrice highlighted the value of the ongoing partnership between the library and MSBA. MSBA is looking into ways to provide direct support to businesses applying for relief through the various government programs being made available. I discussed the SBDC program and the one-on-one counseling sessions they provide. Patrice and I will continue our conversation on these services in the coming days.
**Friends Update**

- The Friends held a virtual meeting on Thursday, March 26th.
- The Friends have ordered canvas JPL bags, which will be available for purchase at the library.
- The Friends have set up an Amazon Smile account. Anyone purchasing materials through Amazon can support the library by submitting their orders through Amazon Smile. Amazon will donate 0.5% of the price of eligible purchases to support the library.
- Greater Alliance will be donating $1,000 to the Friends once the library re-opens - many thanks for their support!
- The next Friends meeting is scheduled for Thursday, April 23rd at 4:30pm.

**Prom & Cotillion Dress Giveaway CANCELLED**

- The Prom & Cotillion Dress Giveaway originally scheduled for Saturday, April 18th has been cancelled.
- Our partner libraries have been notified, as well as Operation Prom and Dress Code.
- Once the library re-opens, we will gather the dresses that libraries have already collected and donate them to Operation Prom and Dress Code.

**Programs & Events**

**Pub Trivia CANCELLED - 3/24**

**Miscellaneous**

**JPL Central**

- I put together and shared a central Google Drive folder to organize various materials being used remotely by staff. This includes everything from meeting minutes, schedules, and reports/statistics to information on collection development, the Friends, instructions/guides, and quick links.

**BookFix Reading Recommendation**

- I helped design a Google form that patrons will be able to use to request reading recommendations for children’s, YA, and/or adult books.
Work From Home Updates by Department

Circulation
- Braison Travis checks the daily circulation department e-mail, replies to any questions that the patrons may have, as well as processes digital library cards.
- Circulation staff has been watching videos and webinars on BCCLSTube and YouTube.
- Some of the subjects include:
  o Searching - how to use catalog
  o Extreme customer service
  o Safety and security in the library
  o Diffusing situations that may arise.

Tech Services
- Researching and making lists for future purchases of CDs & DVDs.
- Researching available Office Supplies.
- Watching webinars from various sources including Bccls & Library 2.0.
- Researching Music Books for future purchase.

YA/Periodicals
- Evaluating Periodicals Collection based on use.
- Putting together future YA events including Summer Booktalk Presentation.
- Completing YA review spreadsheet to figure out which books are okay to booktalk to middle school.
- Made posters for future events for in-library use.
- Trying to gain access to online review journal subscriptions.
- Selecting books for purchase.
- Troubleshooted technology problems with Zoom.
- Worked on Middle School Summer Reading List.
- Webinars/Staff Meetings.

Children’s
- Weekly department meetings on Mondays via Zoom.
- Webinars: attended 38 in total as of 4/6 (each with professional development form).
- Updating outdated book lists, creating new readers’ advisories.
- Creating and running a Children’s Dept. Goodreads account.
- Everyone created a Canva account to practice making graphics.
- Digital content:
  o Graphic novel book club.
  o Weekly story times in English and Spanish.
  o A chapter a night in both English and Spanish.
  o Digital scavenger hunt.
  o Stay at Home Reading Challenge.
- Ways to improve programs once we’re back: Gladys learning ASL, Mari learning guitar.
- Planning summer programs.
- Ordering books.
- BookFix for kids, staff work plans/evaluations, libcal content and children’s graphics (Mari).
Reference/Adult services
- Programs using Zoom (Melina, Cathy, Michelle)
- Reading professional journals/book reviews/collection development
- Webinars
- Staff evaluations (Debbie)
- Answering reference questions through email
- Translation work for Michelle (Maria)
- Collection inventory (Lourdes)
- All the online co-ordination of stuff (Laurie and Gen)

General Updates

Staff day was held virtually on Friday, April 3rd. The staff attended a remote session on bias and inclusion by Lourdes Tango, and then a staff meeting. The workshop was well received and moved quickly even though it lasted over 3 hours on Zoom! I'd love to have Ms. Tango back to present again at another time.

Staff are keeping busy at home offering a variety of streaming and other digital programming. Genesis and Laurie are the COVID-19 closure superstars as they are doing all of the coordination for this new platform as well as their other existing work. Genesis is also working on a blog that will include helpful information for patrons. We now have the Wifi on seven days per week and are promoting that through various channels. I got the all clear from the City Manager and Police Department to allow folks to hang out in the parking lot and use the Wifi and patrons have been doing so. The City did send out one Nixile alert promoting this offering.

Because of the President’s announcement that we should maintain social distancing until April 30th, I’ve pushed back our potential re-opening date to May 4th. Since this is another few weeks away, I am going to work with department heads on more ways to offer remote services until we can fully re-open. We will begin offering telephone assistance in the next week or two. Our new phone system allows us to forward calls to cell phones via an app, personal cell numbers and other data be kept secure.

We continue to have various staff meetings (full staff, departments, department heads, marketing team, etc) throughout the week and Ann and I are in the building several times a week to complete work that cannot be done remotely. Staff are tracking their assignments and tasks by completing Work from Home forms and providing programming online whenever possible. I know that I am speaking for the full staff when I say how much we miss our patrons and community and can’t wait to get back to normal as soon as it is safe to do so!

BCCLS/State Library Updates

BCCLS has debuted a new digital card giving folks instant access to downloadable and streaming services. When we receive notification that someone has applied, the circulation staff modifies each card to a Hackensack specific card so that they will also be able to access our local content (Hoopla). The stat Library has pushed back the application deadline for the Construction Grant to June.
Building and Grounds

While closed, we are working on as many projects as possible. Unfortunately, the furniture for the Children's Department won't be delivered until May because of various shutdowns due to COVID-19. However, the wiring for the Children's Department has been completed and the new camera system installation is underway. Pete and Tony are working alternating days and/or practicing social distancing when working at the same time, to keep the building running. They are currently doing various landscaping projects around the property.

Respectfully Yours,
Tara Cooper