

Director's Report, December 2017

	December 2016	December 2017
Children's books and magazines	4023	3667
Children's media	418	328
Adult books and periodicals	3645	3226
Adult media (DVDs, video games, MP3 and CD books, Music CD's)	2673	2268
eContent and Database Usage	1461	944*
Young adult books	331	328
Periodicals in-house usage	368	216
Microfilm use	93	82
Reference Questions	1820	1551
Computer Assistance at Reference Desk	605	467
Adult Internet Usage	2319	1782
Children's Internet, iPad, Game Computers, Word Processing Usage	935	1019
JPL's wireless usage (reports from our routers, hand devices too)	2031	2018
Children's program attendance, includes guitar classes/concert, and class visits	248	629
YA and Adult Program attendance (Library & Community)	331	403
Young Adults Programs, incl. Outreach	22	190
Electronic Door Counter	15,325	16,953

*Note: Demand is still high for digital services, but we had to limit the check-outs on Hoopla service due to cost until we receive 2018 increase in City appropriation.

Adult Program Highlights

Open Mic Featuring Vince August

December 21, 2017 7 PM to 9 PM

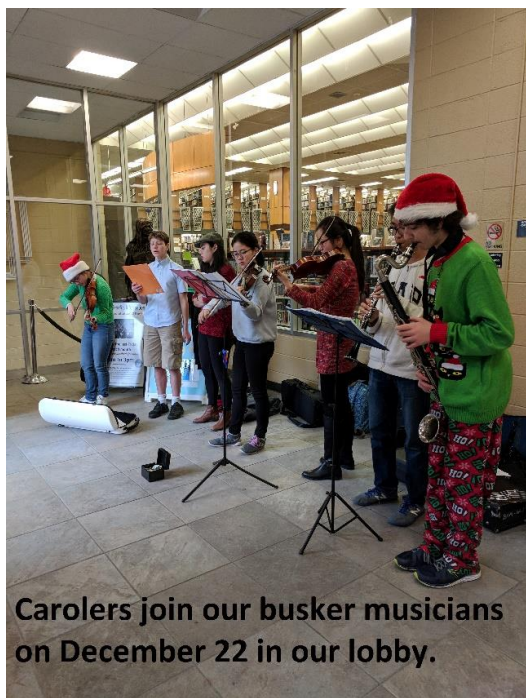
Facilitator: Catherine Folk-Pushee

Attendance: 25

I was happy with the attendance for this Open Mic Night considering it was right before Christmas. The comedian, Vince August, was very funny, though the performance had a rough start. He began with some jokes about President Trump which highly offended someone who ended up walking out. This patron is somewhat of a regular at the library and Open Mic Night and has caused problems before, both at events and just hanging out at the library. However, Vince changed tactics and moved on to a different topic. This one was somewhat of a

dud again so he moved on once more. Finally he hit a sweet spot and it was poking fun at the audience members themselves. He asked them about their families and occupations and ran with that material. Plenty of laughs followed. It took some skill to find the right kind of humor for the audience and I was impressed with his ability to adjust on the spot. (Catherine Folk-Pushee)

Miscellaneous:



Carolers join our busker musicians on December 22 in our lobby.



Ugly Christmas Sweater Winners

Other Events, Clubs, etc.:

Book Clubs: 23

Cookbook Club: 7

Gift-Wrapping event (adult statistics): 17

PTMG Concerts: 30

LEAP ipad classes for visually impaired: 10

Mobile Hot Spots loaned: 16, Hackensack residents

love this service, there is a waiting list.

Proctoring Exams: 1

ESL Tour: 12

Pub Trivia: 43, Outreach at Pub Trivia: 1 Card Renewal, 2 checkouts



Individual Assistance
Computer Skills, Job Search, and Inspect Your Gadget: Genesis Jais,
Catherine Folk-Pushee, Laurie Meeske
Total Attendance: 25

Job Search, Applications, and other assistance occurs daily at the reference desk (see statistics on page one). Individual computer instruction is for *Hackensack residents* only. This month: MS Word was in most demand. Also taught: Job Search, Basic Internet, Email, Interview practice, iPad, smartphone, and burning CDs

Highlight from Catherine Folk-Pushee, Job and Business Assistance Specialist:

A student I had worked with previously on his resume called me back to help him with interview skills. He was beginning to feel discouraged because no one was calling him back for sit-down interviews after initial phone screenings even though he felt like he was a good match for the positions. He is a very nice guy with some great skills and education. He does, however, have a heavy accent and it is somewhat difficult to understand him over the phone. I researched some basic questions that a HR manager would ask a potential computer programming hire and I called him for our mock interview. Overall, he had very good answers for many of the questions. Without coming out directly and saying “Your accent is a problem” I suggested it was good that his excitement for his work and potential job was evident, but that he should try to continue to speak slowly and clearly. I also suggested that he keep his answers a little shorter, then be prepared to expound if the interviewer is interested. I reaffirmed that he has great skills, both soft and technical, and that he should not allow himself to get too discouraged. (*Catherine Folk-Pushee*)

English Conversation, Computer Assistance in Spanish and English, and Bilingual Outreach. Michelle Acosta, Bilingual Library Associate: 83

Spanish Computer- 11

- Application assistance to Hackensack Hospital - 3 people
- How to make an email- 4 people
- Build a resume using google docs - 3 people
- How to write a letter using google docs and Word - 1 person

English Computer- 2

- Tablet assistant 1 person
- Assistance with reviewing resume and cover letter

Citizenship Class- 22

Mock Citizenship interview -2 people both people passed the interview

ESL Conversation Class -28

Baby Box Program: 10

Report by Keri Adams, YA Librarian, Head of Periodicals
Young Adult Attendance: 53
Outreach to Schools: 137

Jerseycat Ills – 7 received

YA Books for Adults Book Club – 12/2/17 – Everything, Everything by Nicola Yoon – 9

Teen Tuesday

12/5/17 – Half Day Movie: Wonder Woman – 10 (Liz)

12/12/17 - Video Games – 10 (Liz)

12/19/17 – Hot Chocolate Gifts – 16 (Keri and Liz)

STEM Programs

12/13/17 - Coding Club – 4 (Liz)

12/14/17 - STEM Games – Build a boat that can hold the most weight – 10 (Keri and Liz)

Volunteers

12/20/17 - 3

Outreach

Booktalks at Hackensack Middle School - 12/20/17 - 3 presentations - 44 students – 18 students checked out 54 books!!

Presentation to 6th Classes - 12/21/17 - 4 presentations - 75 students - 12 library cards made

Our Booktalk program at Hackensack Middle School continues to be a great success! We were able to request additional copies of the books from other libraries in advance and nearly managed to fill all of the demand for the titles. A little less than half of the students who attended the booktalks came to check out books and they averaged over three books each. At least one student has already come to JPL to check out a sequel to one of the books she enjoyed.

Children’s Program Highlights, by Mari Zigas

December had a whole bunch of specials that involved staff from other departments and local Hackensack volunteers which are always a lot of fun!

Local elementary school teacher and self-published author, **Dina Nasr-Heerema**, came and did a story time and book talk on *Geraldina and the New Kid*. It is the first book in her new series that embraces acceptance, friendship, and tolerance - something that most children definitely can relate to so we were very fortunate to have Dina for a visit.

To celebrate the holidays, we ran several crafts at the **Gift-Wrapping Party**, the kids made ornaments and decorated our Children's Room **holiday tree**, and we gave out 300 books at the annual **Tree Lighting on The Green**.



This year, the **Winter Reading Club** consists of bingo sheets that the kids must complete by January 31st in order to be entered into the raffle. With categories like "read a banned book," "read a staff pick," "read a book that takes place in a different country," etc., hopefully this allows kids to explore books that they never would have glanced at. The older kids must complete bingo two ways, and the younger kids three ways. So far the response has been great and both kids and parents seem really excited for the challenge! As of December 30th we have 33 kids registered.



On December 30th we hosted our first - but definitely not last - **Noon Year's Eve Party!** Keri brought up the adorable idea at a programming meeting several months ago and I knew we just had to do it. Kids ranging from ages 0 to 9 came and had a blast! They made sparklers out of cellophane and aluminum foil, made 2018 calendars personalized with their own Polaroid pictures, enjoyed some snacks, had a dance party, and we all participated in a countdown to noon on the big screen in the auditorium fully equipped with party poppers, 2018 glasses and necklaces! It was so much fun and I can't wait to do it again next year.

December 2017 Social Media Statistics:

Twitter:

- 14 tweets
- 8,537 impressions
- 818 visits to page
- 3 mentions
- 5 new follower

Facebook:

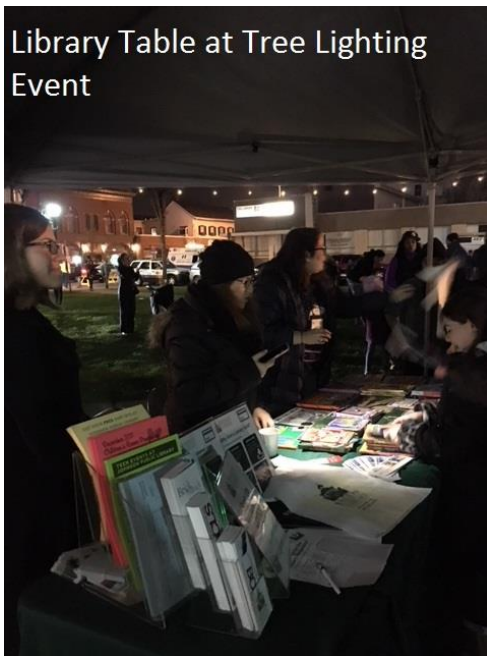
- 11 actions on page
- 3,289 people reached
- 1,022 post engagement
- 333 page views
- 15 page likes
- 16 page followers
- 33 page previews

Report from Outreach Librarian, Laurie Meeske

Ciarco Center Library Information Station

- Students can take handouts with information on the library and sign up for the library newsletter.
- Newsletter Sign-up: 7

Tree Lighting - 12/4



Library Table at Tree Lighting Event

- Staffed a library table at the tree lighting ceremony with Michelle and Gladys.
- The event was a great success - we gave away all of the children's books we had with us!
- Card: 1
- Newsletter: 23

Middle School Book Talks - 12/20

- After Keri conducted her book talks at the Middle School, we stayed at the MS library after school and gave students an opportunity to borrow copies of the books she had discussed.
- We had an even larger turn-out this month for this new initiative - we increased the number of books checked out by 108%!
- Students Checking Out Books: 18

- Books Checked Out: 54

Collaborative Outreach Meeting at Housing Center- 12/5

Shifting Project - 12/3 & 12/4

- A team of staffers came in on a Sunday to shift most of the adult collection below the mezzanine, including Gen, Gavin, Masshiel, Brittany, Pete, Tony, and myself.
 - Everyone was absolutely fantastic - this was tedious physical labor, and everyone pitched in. Many, many thanks to everyone who helped with this project!

- The reference section was condensed, the indexes were interfiled, and the indexes and miscellaneous materials that were on the filing cabinets by the reference section were interfiled.
- Additional space was given to the biography, fiction, and mystery sections.
- The top shelves were emptied and removed, to increase accessibility, usability, and foster a greater sense of openness in the shelves.
- The collections were shifted so that all of the large-print materials are together against the back wall, and all of the mysteries are together after the fiction and paperbacks.
- The row of shelves nearest the staircase and public restrooms were removed.
 - This creates a more open walking space past the staircase.
 - The long-term plan for this area is to put up a bulletin board and use it to promote events and services, since it faces the high-traffic restroom and stair area.
- Once the collections had been shifted, the old signs and call number markers were removed and replaced with redesigned, updated signage.

Before

After



Before

After



Weeding

- Continued the large scale weeding project in the 700s room.
- The weeded music books will be offered to local music organizations, teachers, etc.

Gale Analytics on Demand

- Sent in initial data and began setup process for this new product, which will allow us to analyze usage patterns within the community in order to develop targeted outreach initiatives.

Professional Development

Employee Name: Laurie Meeske

Continuing Education Activity: How to Create New Revenue Streams

Sponsor: ALA

Date of Participation: 12/8/2017

Length of Activity: 1 hour

Learned about strategies to increase funding, including sponsorship, naming rights, online gift shops, and crowd funding.

NYLA 2017 Conference

Provider: New York Library Association

Date: November 8 – 11, 2017

Staff Member: Brigid Cahalan

Hours: 5

Workshops attended:

- Cross-Cultural Communication & Multicultural Competencies 11/9, 11:30 a.m.-12:30 p.m. Speaker: Bernadette Lopez-Fitzsimmons, Manhattan College
- Passports@Your Library 11/9, 2:15-3:15 p.m. Speakers: Julie DeLisle, Chatham Public Library; Kristine Knapp, Buffalo Passport Agency; Sarah Potwin, Niagara Falls Public Library
- Connecting with Patrons in Poverty 11/10, 11 a.m.-12 p.m. Speakers: Virginia Wescott, Troy Public Library, Kim McMann, New York State Community Action Association
- Helping Patrons Spot Fake News 11/10, 4:15-5:15 p.m. Speaker: Laura Wolven, Orangeburg Library (Websites that can help: factcheck.org; politifact.com; snopes.com.)
- Sign & Deaf Culture for Librarians 11/11, 9-10 a.m. Speaker: Miranda Stephano, Hillside Children's Center

Webinar: “From Library to Innovation Learning Space”

Staff Member: Barb Schuit

Sponsor: Library Journal

Date: 12/13/17

Length: one hour

- Do something to make libraries the center of learning again
- Learning commons concept
- First establish a vision of what is wanted/needed
- What are the goals for the use of space?
- Mobile, comfortable furniture

Building and Grounds

Basement Sprinkler

No specifications yet from Turnkey Designs' Engineer who came to assess the building in early December 2017. I've facilitated the sending of the CAD files from Iovino's office.

Security Cameras

We are getting three new cameras soon: One on the safe, one in the auditorium, and one in a parking lot area that was missing coverage. I've put this off to 2018 because of budgetary considerations.

Miscellaneous

Annual fire inspections were completed by our Alarm service and Hackensack Fire Department.

Weeding and shifting is going on to an increased degree due in part to the organizing efforts of our Outreach Librarian, Laurie Meeske, but everyone is joining in the effort.

*Respectfully Yours,
Sharon Castanteen*