

Library Director's Report – June 2020

Summary of Digital Statistics

Event/Service	Usage/Attendees
Digital library cards	71
Website views	3,134
Total phone support (English and Spanish)	177
Email support	55
Facebook reaches	4,165
Instagram views	6,748
Zoom programs	31 programs, 309 attendees
Digital programs (non-Zoom)	17 programs; 4,754 estimated reach
BookFix (Reader's advisory)	2
Electronic circulation: Hoopla	721
Electronic circulation: eBCCLS	1,970

Newsletter links:

June events: <https://conta.cc/2UeWyVd>

Re-opening – What to Expect: <https://conta.cc/3124dKW>

July events: <https://conta.cc/2ZglzU8>

Children's Summer: <https://conta.cc/37FwfNC>

Teen Summer: <https://conta.cc/2B86n0t>

Teen Week 1: <https://conta.cc/3fOoB6g>

ADULT PROGRAM HIGHLIGHTS

Reports by Cathy Folk-Pushee unless otherwise mentioned

Zumba on Zoom, June 2, 9, 16

Zumba on Zoom was a big hit. I received so many compliments about how much attendees enjoyed this program, they wanted the library to offer it all the time! Sadly it had to end even though we squeezed in an extra week because the last scheduled session was disrupted.

Midday Meditation Online, June 5, 12

The small, but devoted group this program attracted really seemed to bond as the program continued. Jasmine graciously invited questions and reflections from individual's experiences that helped draw the group together.

Online Drawing Workshop-Pointillism Seascape, June 16

Barbara's programs are always a hit. Even though this one was a little more difficult than the others, attendees seemed to enjoy learning a new technique and sharing time together to learn and create.

Thank you for another great class! I've been working from home for 3 months so it's so nice to see outside people and to learn something new! Barbara is a great instructor. Deborah J.

Thank you, Barbara, and the Johnson Public Library so much for hosting this workshop. Please keep me in the loop about other workshops in the series! Iyabo A.

Laugh & Learn Webinar: Declutter with Jamie Novak, June 23

I was so glad to be able to book Jamie for a virtual program. She was, as ever, full of practical advice for decluttering our living spaces and keeping the clutter at bay. And, because this program was virtual she guided participants through a 10-minute clean-up right in their homes!

Virtual Open Mic Night Featuring Sung Beats, June 25

This is another program which has formed a community. It is beginning to spread by word of mouth among viewers and participants alike. We had a technical issue in the beginning which delayed the program slightly, but still had a decent turnout and some amazing talent. Sung is unbelievably talented at what he does and the audience participation he invited was a highlight of the night.

I was going to wash the car but instead I logged on to open mic night virtual and I'm glad I did. Poetry, beatbox, musicians and a lively unbutton your collar after party conversation. Paul L.

The JPL Virtual Open Mic accommodates those of us stuck in place, and the variety of talent is always amazing. Last night was no exception as the mixed lineup was captivating with lots of standout performances. Everyone was having fun and the mood was enjoyable. The JPL hosts (Cathy, Jonny) are ever so welcoming and friendly to all too!! Sal R.

Johnson Open Mic is always so much fun, a night full of so many diverse and compelling talents and a truly warm and good humored community. Afterwards I go to sleep feeling like I really went out and did something meaningful with my night, even though right now it doesn't involve physically going anywhere. Always a highlight of my month. Andrew N.

Last night's open mic was fantastic!! Everyone was great and it was so good to see everyone laugh and smile and come together for a good time! Can't wait till the next one! Tracy K.

Veterans Administration Q&A, June 26

Guy Vanterpool is an amazing resource and, even though this program does not attract a huge audience, those that attend are so thankful for the support, advice, and personal touch that Guy is able to provide in guiding them through the VA system.

Virtual "Fit to Be Lit" Book Club Meeting June 26

Melina Halpin, Adult Librarian

This month's title was *Snow Falling on Cedars* by David Guterson. I was excited to be reading and discussing what I think of as a somewhat "modern day classic." I know that it was extremely popular when originally published in 1994, and I was hoping that no one had read it already, or that they would look forward to reading it again. We had a good turnout this month, 5 members, which is up from last month and going in the right direction. Only one member had read the book before and said that she was excited to read it again. Everyone enjoyed the novel, and as it has many nuanced themes and is also a gripping legal-thriller, there were many observations and opinions to share. I received positive feedback from those who participated and I'm hoping that the turnout will continue to rise as word gets out.

English Conversation, Computer Assistance in Spanish and English, and Bilingual Outreach

*Michelle Ferreira, Bilingual Library Associate
Virtual ESL Conversation*

Virtual ESL Conversation Class - 32

Using News for You Newspaper from New Readers Press, I am able to pull stories to converse to. We listen to a story either read by a student or put on an automatic loudspeaker. Automatic loudspeaker is featured by New Readers Press. Then, we do an activity composed of learning vocabulary, multiple choice and put the sentence together. In addition to building sentences with words the student comes up with.

Spanish Conversation Class - 1

Created a small talk conversation sheet to promote conversation starters and ice breakers.

Citizenship Mock Phone Interview - 2

Practice for the citizenship interview over the phone. People learn the reading and writing vocabulary needed to pass the citizenship interview. A guide is shared with each person to help study for the interview test.

Computer Support on the phone-4

- Spanish - 4 people

Email support in Spanish- 6 people

BookFix Personalized Books for Spanish Speakers- 1 person

Young Adult Highlights

Keri Adams, YA Librarian, Head of Periodicals

Young Adult Attendance: 21

It's hard to look at the statistics for this year's summer reading program without feeling disheartened, but I'm going to try to look on the bright side. I was able to reach a few teens at the middle school with an online summer reading preview, and around 80 people watched the preview video I made for the first time this year. I had three students attend my volunteer training and one has already turned in a perfect Black Lives Matter booklist. My first event, Kahoot Trivia Challenge, went off without a hitch though I would have liked to see a few more teens participate (only four of the ten students who signed up attended). A few teachers at Hackensack High School required their students to get library cards so they would be able to complete their summer reading assignment so I spent a few days sorting out replacement cards for them.

In good news, my book club for adult readers of YA books is thriving. We've had a pretty solid core group for a few years now and in recent months, several new members have joined us (which is common) and stuck around (which is less common). We had ten members at our last online meeting, including a brand new member, and the discussion was fantastic.

Children's Program Highlights

Mari Zigas, Children's Librarian

Although June is usually a prep month for the Children's Department, we still continued our online programming via Facebook and Instagram: Marvelous Mornings with Ms. Mari, Bilingual Story Time (English/Spanish story time by Gladys Cepeda) and Mr. Gavin's Extravaganza of Family Fun (crafting by Gavin Godbolt). We also continued our weekly department meetings on Zoom every Monday morning.

In lieu of in-person Summer Reading presentations at the schools, I made a video that talked about our online programs, how to get digital library cards and more. Gladys also recorded one in Spanish, which all of the elementary school media specialists were very grateful for. The videos were shared with all of the students in grades K-4. I also did a live Zoom presentation for the 5th graders at the middle school (15 students attended) and soon after we got a bunch of phone calls about registering and library cards which made me very happy.

Summer Reading prep this month kept us very busy. We are running 12 weekly programs throughout the seven weeks, along with a bunch of specials scattered around. Five of those weekly events have 20 activity kits each, so hopefully they will be a big hit once patrons are able to pick them up.

As of July 6th, 47 kids are registered for the Summer Reading Club via READSquared, and most of them have already started logging their books. As a motivation this summer, since we are not able to see the kids in person, we are doing weekly craft kit giveaways for those who keep logging their books. We are also having a live virtual party via Boxcast on August 14th for those who log at least five books.

The first week of program attendance was not what I'm used to in the summer (where usually I have waiting lists and have to adhere to the maximum capacity of people in the room). However, the ones that do show up to our Zoom events are so happy to be there and the parents are great. To me, that makes up for a smaller attendance.



I have already gotten multiple thank you emails from parents, and this is one of them from a regular attendee with his STEM project.

I am excited to see how the rest of the summer turns out! I can only imagine with the addition of holds and activity kit pickup, we are going to continue to increase our engagement.

June 2020 Social Media Statistics

Twitter:

Impressions: 1,276

Profile visits: 41

Mentions: 10

Followers: 842

Facebook:

Post Reach: 4,165

Post engagement: 1,114

Video Views: 2,733

Page views: 523

Page likes: 1,864

Page followers: 2,000

Instagram:

Impressions: 6,748

Reach: 3,041

Followers: 506

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 virtual events and services:
<https://www.tapinto.net/towns/hackensack/sections/arts-and-entertainment/articles/virtual-services-events-announced-for-june-at-hackensack-s-johnson-public-library>
- The Main Street Alliance and the HABC also sent out information on our June events and services via their mailing lists.

Marketing

- Gen and I worked together to create a number of promotional materials, including:
 - Grab & Go kit labels - these labels will identify packets of craft materials patrons will be able to pick up for use in specific virtual programs.
 - Re-opening infographic and newsletter
 - July newsletter
 - Updated library signage on services and hours
- I continue to help organize materials for posting, including special content for Pride Month, as well as add content to the COVID-19 portal.

- Gen continues to post engaging content to our social media channels.

Outreach

Hackensack Collaborative Outreach Meeting - 6/16

- During this virtual meeting, the HABC gave updates on how they are handling this crisis. The HABC continues to share and distribute relevant information from the library.

Discussions with the YMCA

- At their request, I discussed the various virtual offerings we're providing for seniors. The Y was also interested in helping us spread the word about these special events.

Community Garden Box - Hackensack Recreation Department

- Cathy started working with our community garden box, adding a number of plants to it. The box will be highlighted on social media, and there are plans to feature it in an upcoming program.

Friends Update

- The Friends cancelled their scheduled June meeting.
- The new JPL canvas bags were delivered to the library - they look great!
- The next Friends meeting is scheduled for Thursday, July 23rd at 4:30pm.

Miscellaneous

BCCLS Technology Committee

- The Tech Committee assisted the BCCLS office in evaluating a new training interface that is being developed as part of MyBCCLS. BCCLS plans to make it available for use by the consortium and individual libraries to develop training modules for library staff.

Government Documents

- Now that library staff has access to the building, I worked with the Periodicals Staff to begin the process of deaccessioning our remaining physical materials. Dawn and Ashley will help prepare the materials for processing and removal.

New Marketing Office

- Gen and I are very excited about our new space! We have relocated our desks and materials into the new office. Many thanks to Tony and Pete for assisting with the move, and to Tara and the Board for the beautiful new paint job and flooring.

Work from Home/Return to Work Summaries by Department

Technical Services

- Been working in the building since June 15th
- Opened all boxes and checked in all materials
- Processing materials
- Updated staff timesheets
- Checked in bills for Ann
- Attended staff meetings

Children's Department

- Summer Reading prep: activity kits, recording 40+ videos, pulling summer reading books, videos for the schools and Zoom presentation for the middle school.
- Continuing phone support, email support, digital library cards and BookFix requests.
- Weekly department meetings via Zoom.

Young Adult/Periodicals Department

- Finalized Summer Reading Program, worked on events and marketing
- Processed 3 months of mail (includes magazines and newspapers) in four days!
- Working on Government Documents project
- Participated in staff meetings and webinars

Reference Department

- discarded 400+ reference books
- presented Zoom and video programs (Cathy, Melina, Michelle)
- Read book reviews and worked on collection development
- Provided patron phone (132) and email (33) support
- Attended webinars and professional development

Circulation Department

- One Talk (call forwarding) - 43 calls (plus 5 after hours which were returned)
- Digital Library Cards - 25
- Department Head Meetings
- Staff Meetings
- Hackcirc emails (15 questions and answers)

General Updates

Staff began returning to the building on June 15th and have been adjusting well after three months of working primarily from home. We offered 48 programs throughout the month of June

and all were relatively well-attended. Staff are still working partially from home to allow for physical distancing within the building. We have adequate coverage and have adjusted and expanded our hours to 9-5 on Monday, Wednesday and Friday, Noon-8 on Tuesday and Thursday and 9-1 on Saturday.

Brigid Cahalan (Civil Service, non union), a part-time librarian who had been furloughed, has decided to resign and not return to work. We do not need to fill the vacant position at this time as we have ample coverage.

Re-opening Update

So far, our first week of being open for holds pick-ups has gone well. There is a bit of a learning curve for patrons who have never had to scan their cards or items before, but staff are happy to walk them through the process and I think that they appreciate the steps that JPL is taking to limit contact and help keep everyone safe.

On July 13th, we will begin offering printing and obituary/article services – patrons can call in a request to periodicals and staff will provide it via email or by print for pick-up within 2 business days. For printing, patrons will be able to send documents to staff via email and will be notified when they are ready for pick-up.

The next phase of service implementation will be to open for browsing and in-person service at the Reference desk.

The MeeScan self-check App is live, patrons can download and check items out immediately by scanning or entering their library card number and then the items they'd like to check out. We will start promoting this service after next week, when are more sure of a target date to be open for browsing.

Building and Grounds

During the torrential rain earlier this week, we had a small leak in the flat roof near the public restrooms on the first floor. We are having that looked into. Otherwise, nothing new to report.

Respectfully Yours,
Tara Cooper

