

Library Director's Report – September 2020

Summary of Hybrid Statistics

Event/Service	Usage/Attendees
Digital library cards	74
Physical library cards	41
Website views	4,536
Total phone support (English and Spanish)	639
Email support	142
Facebook reaches	1,475
Instagram views	186
Zoom programs	18 events, 104 attendees
Digital programs (non-Zoom)	10 events, 155 activity kits distributed
In-person and special programs	18 events, 70 attendees
BookFix (Reader's advisory)	1
Electronic circulation: Hoopla	638
Electronic circulation: eBCCLS	1,738
Physical circulation	Adult (all media types): 2,558 Teen (all media types): 308 Children's (all media types): 1,492 Total: 4,358

Newsletter links:

Adult monthly: <https://conta.cc/3kV2OfI>

Children's October newsletter: <https://conta.cc/3j5MW9H>

Teen September 1: <https://conta.cc/2FvAiSJ>

Teen September 2: <https://conta.cc/3hQYn3x>

Teen September 3: <https://conta.cc/343rzi>

ADULT PROGRAM HIGHLIGHTS

Reports by Cathy Folk-Pushee unless otherwise mentioned

Yoga on the Lawn-September 8, 15, 22, 29

It was so nice to get outside to practice yoga on the library lawn. There was plenty of space for participants to social distance and everyone seemed comfortable with the situation. Other than some road construction and a few bugs one night, participants really enjoyed getting together in person to learn and practice from a live instructor. Sara was very good at interacting with everyone, calming their concerns, and making them feel comfortable on their mats.

Hackensack Creates...Yarn Wall Hangings-September 16

This is the first month I tried my craft program with a version on the lawn and one online. Both attracted small groups, but I think that was due to the project more than the environment. Those who did show up enjoyed being there in both circumstances and putting the project together.

Virtual Open Mic Night-September 24

This month was another great success for open mic. Our participants really get into it and enjoy the performances as well as the conversation. Our reach is also continuing to grow, we pulled in people from California to Wisconsin to Massachusetts. The talent was very good overall with some really outstanding performances.

"I enjoy people sharing their talents and how encouraging the whole atmosphere is. It's a welcomed break from all the worries in the world today. I really do mean that." Liz G.

"...had a blast last Thursday. Thank you for including me in your circle of friends. They are talented and genuine people. And your [Tony's] open poetry piece was stellar as was your storytelling of Turtle/Pac-Man!!" Sal R.

Virtual "Fit to Be Lit" Book Club Meeting

Melina Halpin, Adult Librarian

This month's selection was *The Sympathizer* by Viet Thanh Nguyen, which won the Pulitzer for Literature in 2016. The novel, which takes place during the end of the Vietnam War and is written from the perspective of the Vietnamese, proved to be darkly satirical, thought provoking, dense, complex and ultimately brilliant. It was a challenging read, full of historical and socio-political references and commentary, and was best enjoyed with the assistance of a good study guide! Three of what have become our "core five" were able to make it this month, and after some acknowledgement of the book's dark themes and complexities, we ended up having a really satisfying discussion of the many layers of the novel and the formidable literary talents of its author. Now that we have spent some time together, the group is starting to gel, and I continue to look forward to more members joining in.

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

*Michelle Ferreira, Bilingual Library Associate
Virtual ESL Conversation*

Virtual ESL Conversation Class - 22

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.

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 shared through. A guide is shared with each person to help study for the interview test.

Help Computer Support on the phone-8

- Spanish - 2 people
- English- 1 people

Email support in Spanish- 7 people

BookFix Personalized Books for Spanish Speakers-0

Young Adult Highlights

Keri Adams, YA Librarian, Head of Periodicals

Young Adult Attendance: 12



Our return to school year Teen Programming was a mixed bag. Our first Teen Tuesday event, a Book Tasting on the lawn, went pretty well. We had four teens and two parents who registered to attend and made it to the event, and they checked out 9 books. We also had a few other teens and adults who wandered by while we were out there and stopped in to look at the books and ask Rosalie and me questions about the library and what services we are currently offering. It was very effective to have an event on the lawn and attract attention from passersby. We are planning to do the event again in October, but we'll be checking out books that we'll be booktalking at the Middle School and High School in advance of the event. We also held an online cooking class where we made mug cakes, but we only had one teen who attended. She enjoyed herself and thought her mug cake was delicious.

Children's Program Highlights

Mari Zigas, Children's Librarian

This month we introduced programs on the library's front lawn, which I was very excited about. We ran Music & Movement (toddler dance), Crafternoon, Graphic Novel Book Club and Book Browsing outside. Music & Movement was definitely a hit, bringing in more kids every week. I laid out spot markers on the grass, each one six feet apart, which families laid their towels on. It's been really fun seeing our old regulars and new kids come back week after week. Our other lawn programs have had a slow start, but I am hopeful that next month will bring in more kids, as the Children's Department will have been opened for a couple of weeks at that point and we are able to tell more people in person about our programs.



We continued with our digital programming, making weekly videos for social media (Zen with Ms. Xen, Story Time with Ms. Mari and Bilingual Story Time with Ms. Gladys). Gladys and I also run Baby Lap Time on Zoom every Friday morning, and we also had a Zoom Watch Party where we watched *Onward* with the kids.

Weekly grab-and-go activity kits were created, and since we reopened patrons have been taking leftover kits from the summer as well. This month 150 kits were distributed! They have been so popular that we will be increasing the number made next month. Parents frequently send us pictures of their children's finished products.

Patrons are definitely happy that we have reopened for browsing, and it's a really nice feeling to be able to assist people in person again. Next month I can't wait for our first ever Halloween on the Lawn!

Social Media and Digital Assets

Digital Assets and Technology Librarian, Genesis Jais

September 2020 Statistics

Twitter:

Impressions: 515

Profile visits: 7

Mentions: 2

Followers: 851

Facebook:

Post Reach: 2,52

Post engagement: 574

Video Views: 658

Page views: 289

Page likes: 1,886

Page followers: 2,038

Instagram:

Impressions: 2,799

Reach: 1,231

Followers: 543

Outreach and Public Relations

Outreach and Public Relations Librarian, Laurie Meeske

PR, Marketing, & Sponsorship

PR

- JPL was mentioned in the following articles on Tapinto in September:
 - <https://www.tapinto.net/towns/hackensack/sections/government/articles/borough-halls-in-region-reopen-for-business-amid-coronavirus-pandemic>
 - <https://www.tapinto.net/towns/hackensack/articles/jpl-opens-for-browsing-service-updates-from-hackensack-s-johnson-public-library>
 - <https://www.tapinto.net/towns/hackensack/articles/the-current-on-river-luxury-residential-apartment-complex-opens-in-hackensack>
- The HABC also sent out information on our events and services via their mailing lists.

Marketing

- Gen and I continue to work together to create, edit, proofread and release promotional materials, including newsletters, graphics, etc. This includes coordinating the Spanish language translations of these materials by Michelle and Maria.
- I continue to add content to the COVID-19 portal.
- I updated and created new signage to prepare for the library reopening for in-person browsing and computer appointments. This included staging a new area for holds and grab & go kit pickup. It also included PR materials for meeScan, an app made available through BCCLS that enables patrons to check out their own materials on their smartphone.
- Now that we are open for browsing, we have resumed creating physical calendar handouts for patrons.
- I made progress on posting the updated shelf end and call number signage throughout the main level of the building. The new signage is consistent with the library's branding.

LibCal

- I finished troubleshooting an issue with Springshare that the Children's Department was experiencing with email notifications and reminders within LibCal.

Outreach

Town Hall with Hackensack Meridian School of Medicine at Seton Hall University - 9/3

- During this meeting, representatives from the School of Medicine met with representatives from the community to discuss strategies for building additional trust between the medical system and vulnerable populations who have been hit the hardest by COVID-19. They are working to try to find ways to engage with members of various communities to ensure that diverse, underserved, and vulnerable populations are represented in any vaccine trials that take place.

Hackensack Collaborative Outreach Meeting - 9/14

- At this quarterly meeting, I shared information on the various services and digital resources available to patrons for free with a library card. There was a lot of excitement about hoopla and Libby, as well as the virtual outdoor programs being held by JPL.

Fairleigh Dickinson University

- I am in discussions with Anita Rivers about the possibility of FDU providing speakers to present in a virtual event for the library.

Friends Update

- The Friends held a meeting on Thursday, September 24th at 4:30pm.
- One of the Friends was able to connect us with someone who had a batch of brand new, packaged giveaway prizes for kids (including lunch boxes, pencils, etc.). The Children's Dept. was able to pick up these materials, and they will be useful as giveaways for future events.
- Pastor Drew Ross has joined the Friends Board.
- Any new Friends members will be given membership through the end of 2021.
- The Friends continue to explore possible events for the future.
- The next Friends meeting is scheduled for Thursday, October 22nd at 4:30pm.

Institutional Library Card Application & FAQ

- I created a new form that local organizations can use to apply for an institutional library card. This will require them to sign off on accepting responsibility for any lost materials. Institutions with such a card would also be able to arrange to pick up batches of library materials (or potentially have them dropped off).
- I will also be creating a Google form that institutions will be able to use to request this service.

Miscellaneous

Government Documents

- I continue work on deaccessioning our remaining physical materials in the FDLP collection. As of the end of September, 988 records have been discarded from the collection. Since many records include multiple volumes, this represents a significant number of items that can be disposed of.

JPL Central

- I continue to post content, including explanatory documents, forms, and quick links, to JPL Central to help staff locate important information.
- I also created a Google sheet to track computer appointments and weekly print-outs to support the opening of the reference desk computer stations.

BCCLS Tech Committee Meeting - 9/25

- The Committee discussed the meeScan app, which has received overwhelmingly positive feedback.
- Going forward, we will be working to develop a mechanism for libraries to test new technologies across BCCLS.

Work from Home/Return to Work Summaries by Department

Technical Services

- Processing & Linking all materials for the Library
- Ordered CDs & DVDs
- Ordered Office Supplies & COVID Supplies (hand sanitizer, masks, gloves)
- Updated Work Schedules, Work at Home & Time Off Schedules
- Back up for Ann. Sent Part time hours to City Hall when she was off.
- Keep records of all bills to be sent up to Ann.

Children's Department

- Programming: 12 lawn programs, 10 videos for social media and 4 Zoom events.
- Reopening assistance for patrons: reference, meeSCAN support, Library Card Sign-Up Month for Kindergarteners, event promotion, readers' advisory, holds/CDL, etc.
- Continued with daily phone and email support.
- Biweekly department meetings.
- Planning for October programming.

Young Adult/Periodicals Department

- Restarted our Teen Tuesday events
- Worked on booktalk presentations for high school and middle school
- Continued working on Government Documents project
- Assisted patrons with faxing/obituaries/LEAP

Reference Department

- Prepared for reopening reference and public internet
- Provided 120 patrons with free printouts. 41 remote through email, 79 to in house internet users. Total of 867 pages
- Presented Zoom and video programs (Cathy, Melina, Michelle, Kate). Melina received praise from book group member
- Read book reviews and worked on collection development
- Attended webinars (Michelle)
- 141 patrons accessed the internet since we reopened.
- We answered 284 reference questions before we reopened and 404 after.

Circulation Department

- Hackcirc emails question & answers - 73
- Digital library cards - 77
- Operations meeting

- New Library cards in person - 41
- Renew Library cards over phone - 62
- Phone calls switchboard - 260
- Copy machine - 26
- Time sheets & time off requests forms
- Work from home forms

General Updates

The expanded re-opening has been going very well. Patrons are thrilled to be able to actually come into the building and access the computers and browse the collection. We have had no issues with folks staying an unreasonable amount of time and no complaints about the lack of seating. The reference staff are doing a great job making computer appointments and keeping everything flowing smoothly. The circulation staff are helping patrons access MeeScan and use the self-check station. So far, so good. Outdoor programming has been very popular, and we'll continue to host programming on the lawn for as long as the weather permits.

I have been elected to The Executive Board of the Bergen County Cooperative Library System. I am excited to serve and represent Hackensack.

We have not yet heard about our grant application with the State, but recommendations to the State Librarian are scheduled to be made at some point in October.

Staff Update

I recently accepted the resignation of Peter Lohrmann, effective Friday, October 2nd. I am recommending that Anthony "Tony" Lombardi be immediately be promoted to Senior Building Maintenance worker, with a pay increase. Tony has done an excellent job and is well-liked by the staff. He now has the additional responsibility of being the on-call person after hours if there is an issue with the building. Going forward, we will look to hire a PT support for Tony for 20 or so hours per week.

Najee Anderson, Security Guard, has recently accepted a full-time job as a police officer. The staff are very happy for Najee as he has been working towards this goal for many years. He is still at JPL part-time, and I feel as though with our current hours, that two part-time security staff are adequate.

A final note on staff, Gladys Cepeda, Children's Department, was recently awarded an NJLA scholarship towards her Library Science degree which she is pursuing from Rutgers University.

Building and Grounds

We have had no additional issues with water since the leak last month. The sewer cap seems to be holding. I recently had the front lawn sprayed for flying and biting insects with a "child safe"

treatment as a few uninvited critters seemed to want to join the human attendees during lawn programs. Tony inquired to the City about possibly obtaining wood chips from the community garden area, and they have since been applied to the flower bed to the left of the Main Street doors. The City will be by shortly to trim trees and bushes back for the Winter. With the expanded re-opened, I've purchased additional plexi and physical distancing stickers to place around the building.

Respectfully Yours,
Tara Cooper