

Library Director's Report – January 2022

Event/Service	2021	2022
Digital library cards	29	17
Physical library cards	13	37
Website views	3,848	7,172
Total phone support – Circulation	1,046	255
Reference questions and support	N/A	1,827
Email support (Circ and Reference)	140	125
Facebook reaches	4,597	2,788
Instagram views	2,629	5,499
Zoom programs	37 events, 240 attendees	46 events, 364 attendees
Indoor programs	N/A	1 event, 12 attendees
Electronic circulation: Hoopla	631	428
Electronic circulation: eBCCLS	1,889	1,737
Physical circulation	Adult (all media types): 2,817 Teen (all media types): 253 Children's (all media types): 1,366 Total: 4,436	Adult (all media types): 4198 Teen (all media types): 428 Children's (all media types): 2944 Total: 7,570
Total circulation	6,956	9,735

Newsletter links:

Adult Events in February	https://conta.cc/3nJLa2d
Children's February Newsletter	https://conta.cc/3FKLfc6
Teen January 1	https://conta.cc/32Pi4aq
Teen January 2	https://conta.cc/3r1B3Xz
Teen January 3	https://conta.cc/3AcdGik
Teen January 4	https://conta.cc/32zson4

ADULT PROGRAM HIGHLIGHTS

Reports by Cathy Folk-Pushee unless otherwise noted

Finding Myself: An introduction to Ayurveda

This was a two-part workshop on the history and practical application of Ayurveda. Aruna Raobeg presented here a couple years ago and the response was very positive. This year the response was positive as well. Aruna is very good at explaining concepts in a way that is interesting and understandable. The feedback we received in the chat and the feedback survey was very positive.

Women at Leisure Solo Exhibition

Maria Teresa Ortiz-Naretto had a small but enthusiastic group at her gallery opening event. I received some feedback from another artist in attendance that the violin player was great and it was an enjoyable experience.

Tell Me a Story

The theme this month was winter and it was so much fun to hear people recall legendary storms of the past along with harrowing snowy experiences.

Hackensack Creates-Polka Dot Tote Bags

This was a very popular edition of Hackensack Creates, though many people did not pick up their kits right away. The activity was enjoyable and every bag turned out a little bit differently.



Open Mic Night

Even though it was a little disheartening that we had to have open mic online only this month it turned out to be a really good time with some amazing talent. I have to say there is something special about all being in the same space, so to speak. It is a slightly more seamless and rewarding experience for everyone.

VA Q&A

No one showed up this month for the VA Q&A which didn't entirely surprise me after having taken a break from the event over the holidays. Everyone who ever served in the armed forces should participate in this event! There is so much available that they probably don't even know half of what they're missing.

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

Michelle Ferreira

Virtual ESL Conversation Class - 42

This month all classes were moved to Zoom.

Different resources are used to start conversations as ice breakers. We listen to a story either read by a student or put on an automatic loudspeaker. We do activities that involve learning vocabulary and putting a sentence together. In addition, to build sentences with words the student comes up with.

Citizenship Mock Phone Interview - 4

All classes were moved to Zoom.

2 people are preparing for the interview coming up in a month

2 people passed the citizenship interview

Practice for the citizenship interview over the phone, in person and virtual. 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.

Help Computer Support -

- Spanish - 25 people
- English 1- how to get a digital book on a tablet (in person one time appointment)
- Even though one on one classes were only virtual. Many people needed help creating an account to get their w2 or pay stubs either on their phone or online. All appointments were mostly 30 minutes long. Some people I helped on the reference desk, virtual or in person.

Email support in Spanish- 34 people

Fit To Be Lit Book Club Meeting

Melina Halpin, Adult Librarian

We had five participants for our discussion this month, and after some technical difficulties, we settled in for a fun and informal discussion of *City of Girls* by Elizabeth Gilbert. Reviews ranged from really liking the book to loving it, with me in the latter group, as this was one of my favorite books that we've read so far. The strongest facet of the story was the charming cast of characters, who were written with plenty of nuance and heart. The freedom and joy that our protagonist feels as she's unleashed into the world of theater and nightlife in 1940's New York City is infectious, and serves as just the beginning of a lifelong story full of passion, friendship, scandal and redemption.

Young Adult Highlights

Keri Adams, YA Librarian, Head of Periodicals

This month we moved our events online due to the high covid numbers, and we ended up having two students return to the events who we haven't seen since last year's online programs so that was nice to see. Our most successful event was our Among Us program which we ran with the Children's Department. We also tried out a new Jackbox pack for Funny Game Day and found some new games to play, including one called Job Job where you have to answer job interview questions while only using words written by your opponents.

Children's Program Highlights

Mari Zigas, Head of Children's Services

While we switched to virtual programming for the month of January, our morning toddler and baby events still turned out great numbers - even on Zoom. We had a total of 216 attendees at Music & Movement, Story Time, Bilingual Story and Baby Lap Time.



Afternoon Zoom events for the older kids still have yet to bring in better numbers but we're getting there - Homework Helper and Gaming Club are both offered weekly.

Children's staff put together and distributed over 160 activity and story time craft kits this month: fire-breathing dragons, groundhog paper bag puppets, letter P for Parrot, snowflake suncatchers, cardboard roll yarn-wrapped bears, letter O for Octopus, Letter N for Narwhal, cotton ball polar bears and fox puppets. All kits and children's marketing materials are translated by Gladys Cepeda.

I presented at the BCCLS Youth Services Committee's Mock Awards and Gladys continues to attend the Diverse and Underserved Populations Committee and World Languages Committee meetings.

Social Media & Marketing

Head of Technology & Social Media Manager, Genesis Duarte

Technology Report

The new Library Document Station was installed in the Periodicals Department in the beginning of January. It was great to have back and working because we are one of the few places people can send faxes in the area.

Marketing and Social Media highlights

Due to the switch to remote programming in January, I spent the first week back at the library redoing graphics, and editing or publishing events on Facebook. Thankfully Maria Gomez helped lighten the load of the edits/publishing onto our Google business page. I showed her how the platform works and she took it on quickly and efficiently.

To highlight some of the collections and circ for 2021, I created some reels on Instagram of the 10 most borrowed materials in the following collections: Children's books (including fiction, non-fiction and graphic novels) Teen books, Adult Books, and Media (including DVDs and music for all collections).

January 2022 Social Media Statistics

Twitter:

Impressions: 753

Profile visits: 132

Followers: 875

Facebook:

People reach: 2,788

Post engagement: 235

Page views: 135

Page likes: 1,957

Page followers: 2,158

Instagram:

Impressions: 5,499

Reach: 2,558

Followers: 766

Outreach and Public Relations

Outreach and Community Relations Librarian, Laurie Meeske

PR, Marketing, & Sponsorship

PR

- Several articles were published on Tapinto:
 - <https://www.tapinto.net/towns/hackensack/articles/february-2022-services-events-hackensack-s-johnson-public-library>
 - <https://www.tapinto.net/towns/hackensack/sections/arts-and-entertainment/articles/johnson-public-library-announces-changes-to-january-events>
 - The HABC sent out information on our events and services via their mailing lists.

Marketing

- I continue to assist with proofreading various marketing materials and to coordinate translations as needed - many thanks to Gladys, Maria, and Michelle for all their help!
- Several newsletters went out during January. In addition to a couple of closing notice emails and a special announcement informing patrons that the library's January events would take place virtually, I sent out the February newsletter on Thursday, January 20th at 7:15pm.
- After meeting with Melina, I put together a survey email to be sent out on February 1st. This email will attempt to gauge patrons' interest in free passes to various museums.
- I compiled and edited the information for the Spring brochures. Due to the library's switch to all virtual programming in February, I also spent time revising the calendar inserts for the Winter brochures, as well as putting together inserts for next month.
- I continue to create flyers for upcoming events, and to create signage and various marketing materials as needed.
- The branded JPL polo and fleece shirts arrived and were distributed to the staffers who had ordered them. The fleece will be very useful for outreach events during the cooler months!

Outreach

Friends Update

- The Friends met on Thursday, January 13th.
- Unfortunately, due to the increase in cases of Covid, the Mini Golf Fundraiser that had been planned for February was postponed. It has been rescheduled for July 22 - 23. Dan is working with the Hackensack Regional Chamber of Commerce and The SACK Business Alliance to pull in sponsors for the event.

- The Friends agreed to sponsor a 4-hour summer event in July for all ages featuring a caricaturist. They will be providing \$340 towards the cost of the event.
- The Friends are also providing support for the library to be a premium participant in the upcoming Arts Amble event, which will take place from June 10-12. They are paying \$100 for the library to receive publicity for this event, which will highlight the arts. A variety of activities, events, and displays will take place at the library during this time.
- The next Friends meeting is scheduled for Thursday, February 24 @ 4:30pm via Zoom.

Creative Cafe

- Cathy and I held meetings with our contacts at FDU to discuss the next session of Creative Cafe, which we hope to hold in April. We are still working to finalize what the next session will highlight.

Display at The Current Apartment

- Cathy and I met to discuss the possibility of helping The Current apartment present a display to celebrate Black History Month. Library books, brochures, etc. would be placed on display in a community area of the apartment for residents to enjoy, as well as information on businesses run by people of color in the area, jewelry and other crafts for sale by people of color, etc. The Current would accept responsibility for replacing any library materials that went missing from the display.

Law Offices of Marcia Kasdan

- A representative of the Law Offices of Marcia Kasdan reached out and asked if we could provide them with some giveaway books for them to hand out to the children of their immigrant clients. We provided a box of picture books that had previously been weeded from the children's collection. Marcia was very grateful, and is looking forward to distributing the books to the kids!

Miscellaneous

Government Documents

- I continue work on deaccessioning our remaining physical materials in the FDLP collection. As of the end of January, 5,371 records have been discarded from the collection. 49 additional titles have been requested by the Regional Depository Library in Newark to be used in their collection - in total, they have requested 121 entries be given to them of what we are discarding. 1,997 entries have been approved for removal and are awaiting final

processing. During January, I submitted an additional 284 entries to Newark to be reviewed for removal, for a total of 839 entries waiting to be approved for removal. I was also able to directly discard many materials that did not require entry and approval.

- The GPO has announced that it is conducting its Biennial Survey, which will be due by March 9th. In order to be prepared to fill out this survey properly, I will need to have the remaining physical materials from the vertical files submitted to the Regional Depository in Newark for removal by that time. This means that during the next month, I will be focusing on completing the submissions of those materials.
- The GPO has also appointed a Task Force to study the possibility of transitioning the full FDLDP program to be solely virtual going forward. The NJ State Librarian has been appointed to the Task Force, and they expect to deliver a final report of recommendations in December.

BCCLS Technology Committee

- The Tech Committee met on Friday, January 28th.

Professional Development Webinar: Library Violence Prevention and De-escalation

- I attended a webinar on how to actively avoid problematic situations with patrons and to avoid them from escalating into hostility or violence. The webinar stressed the importance of remaining watchful but not paranoid, maintaining a relaxed and welcoming body language, practicing empathy, restating the patron's perspective, offering patrons the options that are available to them to address the issue, and having strategies to disengage if the situation becomes volatile.

General Updates

Library operations have been smooth, even as Omicron peaked in NJ. January and February events moved to virtual, but otherwise, we were able to serve patrons in traditional ways. As numbers continue to decrease, we will begin resuming many of the services that we had modified, including indoor programming. Speaking of indoor events, the Library will be participating in the June Bergen County Arts Amble, put on by Creative Bergen. The entry fee is being generously sponsored by the Friends. We will have a gallery opening, craft fair, silent auction, and displays and programs for all ages the weekend of June 10-11. We are thankful to the Friends for their support!

Currently, I am working with the County's Workforce Development Center on a pilot to bring their first Mobile Job Center (a retrofitted bus) to the Hackensack community at the end of March. Development Center staff will be able to assist with all sorts of employment issues, from job applications to resume help to training. We hope to be the catalyst for a stronger connection between the Development Center and libraries, as the Center isn't permitted to advertise at all because of how they are funded.

We have also qualified for the NJ Health Connect grant that will provide us with 5 iPads loaded with telehealth resources. The apps cover physical and mental health for all ages, with special

offerings for teens and seniors. There are resources available for both uninsured and insured patrons, all at no cost. We will be able to use these devices with patrons during one on one visits to connect them to health resources.

I continue to represent JPL on the BCCLS Executive Board and was recently re-appointed to the consortium's Finance Committee. Other projects keeping me busy lately are the State Survey (State report, which qualifies us for State Aid), assignments and workshops for the BCCLS LAMP (Library Administration, Management and Personnel) Committee and long term goals for 2022 (library by mail, additional partnerships).

Building and Grounds

We had a few issues with our roof drain/gutter system over the last few days, which has since been resolved. Otherwise, the building continues to be in good condition. We did close a couple of days for poor weather recently, but our snow removal contractor (MTS Landscaping) did a great job cleaning up and salting the property for safety.

The maintenance team kept busy this month with all of their regular duties plus the following highlights, from Tony:

- All Points Towing put in a sign explaining our lot hours and all the legal terms and prices. They have been called in twice so far but the parking issue has already greatly improved since we hired their services.
- Johnson Controls came in twice before figuring out the computer panel on the roof which is the brains of the HVAC system we use to regulate our temperature.
- Mardel installed the track lighting in our quiet room with twice as many lights as the art gallery. It looks fantastic.
- The Quiet Room collection was pared down and half of the number of cases returned to the space.
- After consistent issues with leaks, Bela Aqua company changed the filters and cleaned the inside of our two water fountains.
- Meli plumbing installed a separate shut off switch in the water fountain so building water never needs to be shut off. They also changed all the parts of a urinal on the lower level.
- Elevator was inspected and said to be working properly.
- Stern Environmental came to replace all the traps and all was okay.
- TMS landscaping and design has been regularly salting our property and shoveling when needed.

Tony and Jonathan continue to keep the Library clean inside and outside.

The parking lot and the surrounding sidewalks and streets are swept and salted, and garbage collected daily.

The maintenance team also calls to issue tickets and for tows when necessary.

Respectfully Yours,
Tara Cooper