

## Library Director's Report – May 2021

### Summary of Hybrid Statistics

Event/Service	Usage/Attendees
Digital library cards	16
Physical library cards	24
Website views	4,445
Total phone support – Circulation	263
Reference questions and support	1,560
Email support (Circ and Reference)	170
Facebook reaches	3,010
Instagram views	3,849
Zoom programs	33 events, 220 attendees
Digital programs (non-Zoom)	12 events, 259 activity kits distributed
Lawn programs	17 events, 132 attendees
Electronic circulation: Hoopla	664
Electronic circulation: eBCCLS	1,709
Physical circulation	Adult (all media types): 3,681 Teen (all media types): 444 Children's (all media types): 2,315 <b>Total: 6,440</b>

#### Newsletter links:

Adult Events for June <https://conta.cc/3oKybN9>

Announcement: Returns & Local Pick-up: <https://conta.cc/2SylJD7>

Children's June Newsletter: <https://conta.cc/2T6JovF>

Teen May 1: <https://conta.cc/332zZqR>

Teen May 2: <https://conta.cc/3hfHSBv>

Teen May 3: <https://conta.cc/3w9odqX>

Teen May 4: <https://conta.cc/342fZoK>

## **ADULT PROGRAM HIGHLIGHTS**

Reports by Cathy Folk-Pushee unless otherwise noted

### **Motivation During Job Searching and Job Searching During a Pandemic**

This was a two-part Zoom workshop presented by job coach, Joyce Mandel. Turnout was small, but those who attended really appreciated Joyce's advice and cheerful support. She made it interactive to keep things interesting and responded directly to any questions that came up along the way. Both sessions were recorded so we could email or post them on our social media.

### **6-Week Yoga Workshop**

Yoga is always a hit. The first session was rained out so we will have an extra session in June to make up for the missed one. It was so nice to see some familiar faces in person and to meet some new faces as well. Each week I have seen one or two new people who expressed enthusiastic interest in returning. The sessions have attracted the attention of passersby as well.

### **Tell Me a Story**

Stories this month ranged from a close call in lawless post-Katrina New Orleans to a science experiment gone wrong in FAO Schwartz to an unrequited teen love triangle. Fun times and touching stories!

### **Hackensack Creates...Stenciled Tote Bags**

Turnout was quite a bit smaller for this project than I had predicted. Sign-ups were higher for in-person and virtual than they had been but attendance didn't pan out. It was a fun project and the finished products turned out well. Participants were excited to see the anticipated and unexpected results the shaving cream marbling technique yielded.

I love doing stuff like this. Thanks for adding fun to our lives. ~Eleanor O.



### **Hybrid Open Mic Night**

Wow, what a ride. This was definitely a team effort but the result was well worth it. Attendance in-person and on Zoom exceeded expectations considering this was the first time we attempted a simultaneous live and virtual open mic and, I believe, JPL's first hybrid event ever. There were some

bumps and glitches along the way, as expected but nothing insurmountable. It really was surreal seeing so many faces in-person for the first time in over a year and some for the first time ever. Feedback has been, overall, very positive.

I think the Johnson Public Library is really fortunate to have you. I know some of what goes on in order to have the monthly open mic nights. To have the in person and online last week was a technical wonder that you and your team pulled off. ~Melanie P.

Tonight exceeded my expectations! I don't know how you did it but you turned the pandemic into a worldwide support group and love-in! I am so honored and appreciative that you had me and Brad be your opening artists tonight. I congratulate you for doing such a wonderful job of bringing people together. ~Rich Reiter

### **April Computer Classes**

I taught seven classes on resumes, Excel, PowerPoint, and Zoom.

### **May Computer Classes**

I taught four classes on PowerPoint, LinkedIn, and online job searching.

### **VA Q&A**

*Melina Halpin, Adult Librarian*

We had four people show up for the Q&A this month, and everyone was very grateful for Guy's kind and knowledgeable assistance. Questions ranged from health insurance to life insurance and benefits to help with housing. All of the participants were first time visitors to the session and heard about the program from friends.

### **Fit To Be Lit Book Club Meeting**

*Melina Halpin, Adult Librarian*

Today we discussed the novel, *The Leavers* by Lisa Ko, and we had two members participating. We all enjoyed the novel, but some more than others. One person felt that the emotional life of one of the main characters needed to be explored in greater detail, and the other had expected to feel more empathy for the plight of our two main protagonists. Overall, it was a satisfying read that explored issues of family, displacement and belonging.

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

*Michelle Ferreira*

### **Virtual ESL Conversation Class - 18**

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 putting the sentence together. In addition to building sentences with words the student comes up with.

### **Citizenship Mock Phone Interview - 8**

6 people passed the citizenship test!

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. Civic questions are practiced over zoom as a one on one sessions

### **Help Computer Support on the phone- 21**

- Spanish - 18 people
- English- 3 people

### **Email support in Spanish- 24 people**



### **Spanish Outreach**

- Translated June Calendar to Spanish and revise by Maria Rodriguez
- Translated all summer programs material to Spanish revise by Maria Rodriguez
- Translated phase 4 information revise by Maria Rodriguez
- June 3 : Virtual presentation about JPL and citizenship classes. June 3 to Greater Bergen Community Action ESL Class. Picture attached.

### **Book Display: Be Proud**



## Young Adult Highlights

*Keri Adams, YA Librarian, Head of Periodicals*

**Young Adult Attendance: 8**



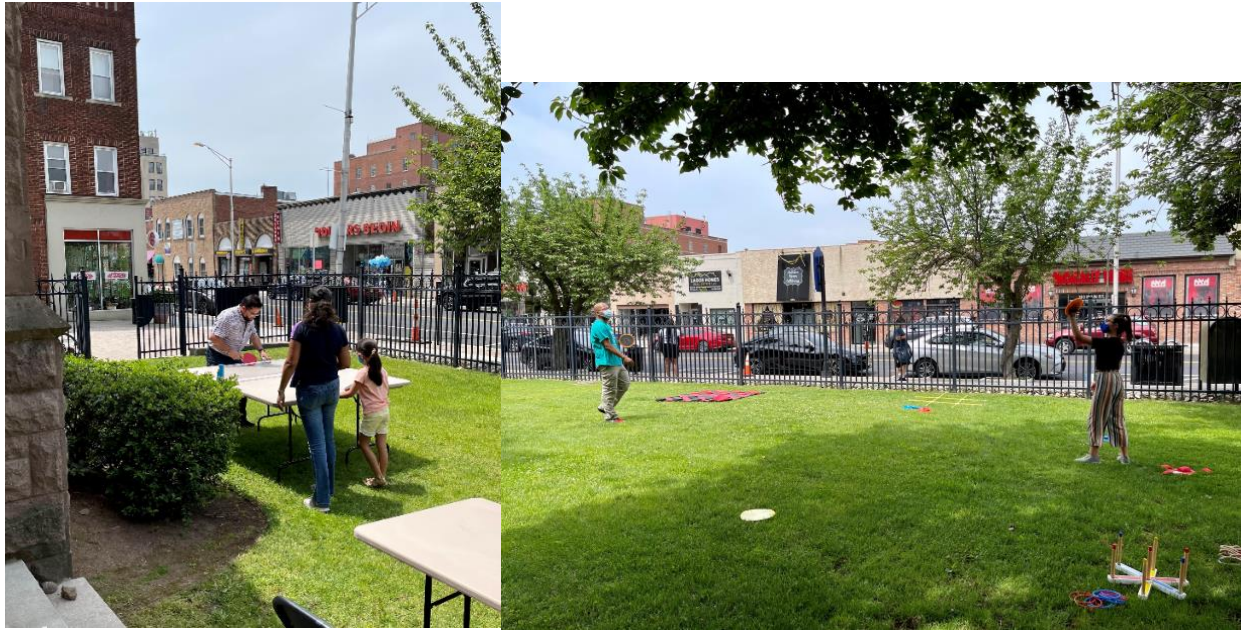
We wrapped up this year's Teen Tuesday series with a few fun events. On May the 4th, we made lightsabers out of flashlights, fluorescent light tube covers, sharpies, and lots and lots of duct tape. Two of our formerly frequent attendees were really happy to join us after a long time away from the library. We also had a small but excited group for Among Us, and got to spend Game Night trying out a new game where you make collaborative graffiti style drawings.

Summer reading is rapidly approaching and we are expecting better turnouts once the teens are out of home/hybrid school!

## Children's Program Highlights

*Mari Zigas, Head of Children's Services*

We continued to take advantage of the great weather with outdoor programming. Music & Movement (total of 34 in attendance) and Crafternoon (total of 4 in attendance) were held once a week, and we also ran our first Game Day on the Lawn on the 22nd. The event was sponsored by Lightbridge Academy, who had a table throughout the event and spoke to parents. We had ping pong, giant checkers, corn hole, ring tosses, hula hoops, giant tic tac toe, jump ropes and Velcro catch games spread out on the lawn. Despite the 90 degree heat and humidity, we still managed to have a couple families show up. They were excited to learn that we would be offering lots of programs on the lawn during the summer.



This month I ran my last book talk for the school year, with my next 5th grade Zoom event being the summer reading presentation in June.

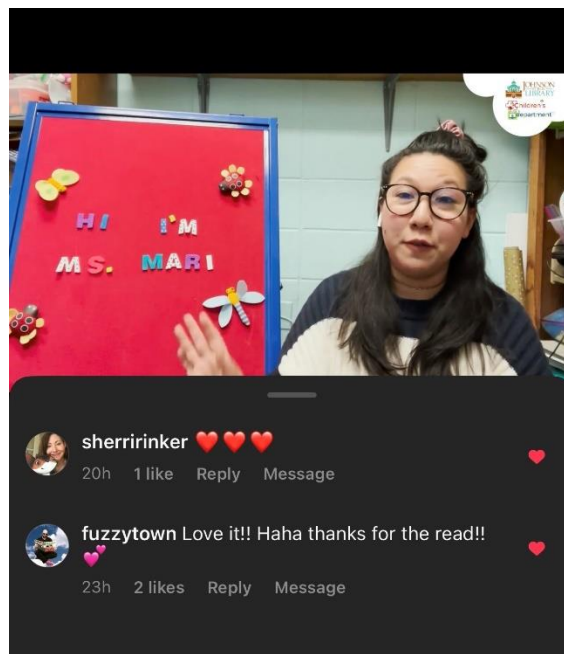
Other Zoom programs included Kahoot Trivia (5), Reading Buddies (24), Baby Lap Time (40) and the Among Us Video Game Tournament with teens (5).

Gladys, Gavin and I planned and recorded 12 videos for social media in May. Gavin did his Crafternoon videos for straw rockets, origami fox, ring wing gliders and plastic cup rocket launchers. Gladys recorded her bilingual story times on themes of nature, directional concepts, self-empowerment and protecting the environment and our communities. I focused on pairs of opposites this month at my story times, with themes of big/small, day/night, loud/quiet and up/down.





More author shoutouts on social media! These always make my day:



Both Sherri Rinker and Zachariah OHora commented on my Loud/Quiet story time, Il Sung Na commented on my Day/Night story time, Christy Hale liked Gladys' story time with her book, *Out the Door*, and Stacy McAnulty liked Gladys' story time with her book, *Brave*.

Gladys, Gavin and I continued to put together and distribute 60 activity kits every week with bilingual inserts. Along with Gavin's Crafternoon kits, we made foam crowns, newspaper sharks, lizards, kites, flying carps, Mother's Day teacup cards and paper plate calla lilies. Lightbridge Academy also sponsored our STEM lego kits this month.

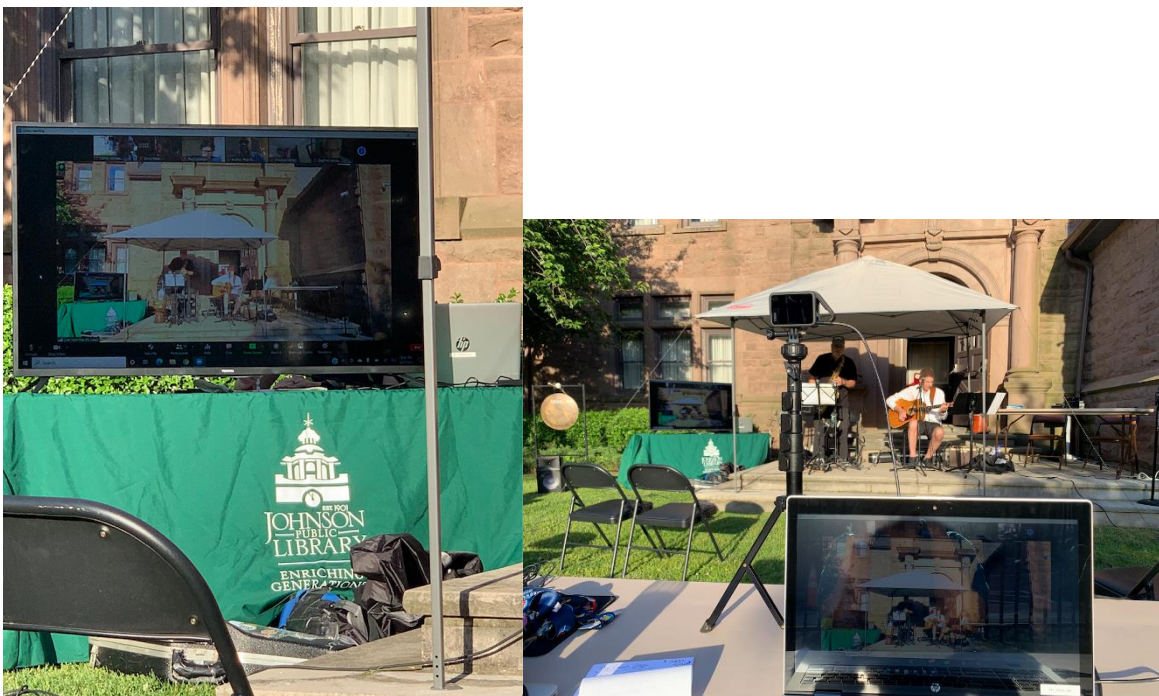
I look forward to a great prep month in June and Zoom summer reading presentations for the kids and parents.

## **Social Media & Marketing**

*Technology and Digital Assets Librarian & Social Media Manager, Genesis Jais*

### **Technology Report**

Open Mic was hybrid in May and went off relatively well, I'd say, all things considered and for it being the first time we have ever tried to have a simultaneous Zoom and live event. Unfortunately, at one point the program running the camera stream crashed, but I took it in stride and we were up and running within the next act. One of the performers came up to me after and asked what had happened with the camera. He told me that I seem to do very well under stress and that he was impressed on how I handled the situation because he knew it wasn't the easiest. There were a couple of kudos along the same lines for how we managed to pull off toggling between the different sound and video inputs/outputs.



There was so much great energy and excitement from the live audience, delighted to be back in person. I have not attended a Zoom Open Mic, but you can also tell that they are very dedicated and supportive artists. I loved witnessing these two groups come together.

As with every experience, this event served as a valuable learning experience for the rest of our hybrid programs for the summer. I am expecting that Open Mic will be the hardest of them to manage because there are so many variables with the performers. If I could manage Open Mic, I am fully confident the rest of the hybrid programs this summer will go on without a hitch.

### **Program Marketing and Social Media highlights**

On top of all the regular video editing and posting, graphics making and scheduling, social media posting, miscellaneous technology support in the building, I also worked on three big design projects



in May - the summer reading booklets. I created the cover art for all 3, which I later made into various graphics for other website banners and online use.



I worked one-on-one with some of the programmers to fine tune colors and themes. Once that was decided, I went through and created the full booklets for Kids and Teens. Laurie worked on the design of the inside of the adult booklet. A big thank you to Michelle, Maria and Gladys for translating all the materials into Spanish. These booklets are fully bilingual! I am really happy with how the Teen and Kids booklets came out. They are very bright, fun and inviting.

### May 2021 Social Media Statistics

#### Twitter:

Impressions: 756  
Profile visits: 73  
Followers: 856

#### Facebook:

Post reach: 3,010  
Post engagement: 307  
Page views: 181  
Page likes: 1,925  
Page followers: 2,107

#### Instagram:

Impressions: 3,849  
Reach: 1,759  
Followers: 682

## **Outreach and Public Relations**

*Outreach and Community Relations Librarian, Laurie Meeske*

### **PR, Marketing, & Sponsorship**

#### **PR**

- The library's events were promoted on Tapinto:
  - <https://www.tapinto.net/towns/hackensack/articles/june-2021-services-events-hackensack-s-johnson-public-library>
- I continued working with NorthJersey.com to try to have library events appear in the Hackensack Chronicle.

#### **Marketing**

Gen and I continued to create, edit, proofread and release promotional materials for the library's monthly events, including the regular newsletters, graphics, etc. in English and Spanish. This month, it was especially busy because in addition to the June marketing materials, we also put together brochures to promote this year's Summer Reading program for adults, teens, and children. Gen handled the design work for the children's and teen brochures, as well as the cover art for the adult brochures. I worked to compile and consolidate the information, coordinate the translations of the content (the brochures are bilingual in English and Spanish - many thanks to Michelle and Maria for their help!), proof the brochures, and handle the ordering logistics when they were ready to purchase. I also worked to design the inner content and layout of the adult brochures.

The other major project for this month involved the changes to the library operations that happened on May 10th and are planned for June 7th. On May 10th, the library began to accept in-library returns (instead of only via the book drop, so that items could be quarantined) and it became possible for patrons to pick up requested items at any BCCLS library. On June 7th, the library plans to shift to Phase 4 of our operating plan. For both of these changes, I created new signage and email campaigns to announce the changes to the public. Phase 4 in particular involved creating, changing, and removing a great deal of the signage we have posted throughout the library. Our signs and notices are bilingual, so these announcements were also translated into Spanish - again, many thanks to Michelle and Maria for their help with this.

I'm also working on signage for the Lawn. Several general signs are ready to be ordered - we are currently waiting to purchase these until after the Friends hear whether they will receive an AARP grant they applied for that would cover the signage, as well as other outdoor improvements. In addition to this signage, I'm also working with the programmers who regularly use the Lawn space to find the best solution to post event cancellations, as well as highlight events as they are actively happening on the Lawn.

#### **LibCal & Event Setup**

To assist with any tech setup needed for library events, I worked with BCCLS to enable the tag feature within LibCal. This will make it possible to easily export all events that require additional tech setup.

## **Outreach**

### **Friends Update**

- The Friends held a meeting on Thursday, May 27 at 4:30pm.
- The Friends are tentatively working towards holding a mini golf fundraiser in the fall and a book sale in the spring.
- The Friends expect to hear in mid-June whether they will receive the AARP grant that they applied for, which would support the purchase of signage and equipment for the library's Lawn.
- The next Friends meeting is scheduled for Thursday, June 24 @ 4:30pm via Zoom.

### **Fairleigh Dickinson University**

- On Wednesday, May 12th, the three artists who will be presenting at the upcoming Creative Cafe event, the two moderators (FDU professor and Tony) as well as Cathy and I were recorded for a short segment to discuss the upcoming event on the "Talking Points with Elaine Rivers" show. The show aired on May 23rd on WFDU 89.1 FM, iHeart, livestream on [www.wfdu.fm](http://www.wfdu.fm), HD1. It will air again on June 6th and will be archived for two weeks.
- We are working to coordinate a gallery display with all three artists. Currently, the display cases are showcasing the work of Steven Swank, one of the three artists.
- FDU has also expressed interest in possibly sponsoring one of our upcoming events and/or presenting a program that would provide general college information for adults.

### **YMCA**

- The library was represented at our first outreach event since the pandemic began! I set up a table at the Y for their Senior Health and Wellness Day on May 26th. Though I was not there during the actual event, attendees were able to take library bookmarks and brochures, sign up for the library's newsletter, and take free audiobooks and large-print books that had been weeded from the library's collection. Roughly 20 people attended the event. We had three newsletter sign-ups, and attendees took approximately a half dozen books and audiobooks. The feedback from the event was terrific - several attendees were excited to see that the library's marketing materials were bilingual, and that the library has staff who can communicate in Spanish.
- The Y also invited the library to participate in their Leap Into Science "Leap Day" community event on Saturday, June 12, 2021 from 10am-1pm. Mari and I plan to set up a table there with a simple craft for kids. This will be our first in-person outreach event since last year, and I am very excited to be back out in the community!

### **Lightbridge Academy**

- Representatives from Lightbridge Academy attended the children's Game Day event on May 22nd and the Music & Movement event on May 25th. They have generously sponsored several programs, including the STEM grab and go kits.
- They are also interested in obtaining an institutional library card.

## **Operation Prom & Dress Code**

Operation Prom has confirmed that they will be willing to pick up the dresses that were collected by our partner libraries last year for the cancelled Prom & Cotillion Dress Giveaway event. Many thanks to Tony and Ryan for agreeing to help pick up the dresses! We are expecting to collect over 200 to donate to Operation Prom.

## **Miscellaneous**

### **Government Documents**

I continue work on deaccessioning our remaining physical materials in the FDLP collection. As of the end of March, 5,370 records have been discarded from the collection. 24 additional titles have been requested by the Regional Depository Library in Newark to be used in their collection - in total, they have requested 98 entries be given to them of what we are discarding. 100 entries have been approved for removal and are awaiting final processing. A total of 1,576 entries are waiting to be approved for removal.

### **BCCLS Tech Committee Meeting - 5/21**

The Committee is currently exploring various discovery layers that could potentially be purchased to enhance the BCCLS online catalog. BCCLS has agreed to work with Innovative to provide feedback on their new product Vega. This arrangement will allow us to influence the development of this product so that if we do decide to purchase it, it will be a better fit for the specialized needs of our consortium. However, the Committee is also evaluating the other Discovery layer options that are available so that we can both do a cost-comparison and see which one may be a fit for BCCLS. I have attended several demo webinars showcasing these various products.

## **General Updates**

Our second round NJ Library Construction Bond Act grant application has been submitted. The window for submissions ended on June 4<sup>th</sup>, so it will likely be a while before we hear anything.

As the COVID situation in New Jersey and nationwide continues to improve, we will be able to move along with the expansion of operations and services. A significant change was made on June 7<sup>th</sup>, with

the addition of children's computers, public seating, a longer visit timeframe, and Monday and Wednesday evening hours. At the end of May, the Governor dropped the indoor mask mandate. We are still requiring masks for patrons, however, vaccinated staff may choose to forgo a mask as long as they are in a staff-only area. I feel that the mask requirement will get increasingly difficult to enforce as folks get out of the habit of wearing one in most places, but so far we have had few problems. Right now, we are allowing patrons to visit for up to 60 minutes at a time. I set the time limit to prevent us from getting too crowded, but this may not be necessary in the coming months.

The 700s room project is waiting on electrical work. The rest of the project is set up and ready to roll. More information follows in the Building and Grounds Report.

I continue to represent Hackensack on the BCCLS Executive Board as well as the Finance and LAMP Committees. Recently, the Bergen County Workforce Development Board reached out to me about possibly representing Bergen County Libraries. If I can make it work, I think it would be a great opportunity for JPL.

Now that most staff are back in the building full time, I'll begin delivering evaluations to my direct reports. I've also updated the budget and financial reports to reflect our appropriation from the City, and made adjustments to a few categories based on use and need.

### **Building and Grounds**

After several estimates for our 700's room we chose Trinity to complete the drywall job. They had to fill in a gap with wood from a space that had a shelving unit that Tony and Ryan dismantled. This room is now ready for the next phase which includes painting, electrical work, and new floors. The Fire Inspector came and checked out all 17 fire extinguishers and they were all satisfactory. Brother's Carpet came and gave us an estimate for the flooring part of the 700's room. After consulting with the representative from Brother's, a dark wood slat vinyl was chosen. The project is on hold until the electrical work can be completed. Our electrical contractor, Mardel, has ordered parts and is awaiting their arrival.

Richie's Auto Care came and changed the oil on the maintenance van. Our canine bed bug contractor swept the building and made sure we were all clear. Jose from Mardel installed a long awaited outlet for the outside near the old front entrance of the building, so we can utilize the front lawn for events. Triad Security spent the day here inspecting our security systems ensuring they were all functioning properly. Tony and Ryan helped install the new artwork in the entrance display gallery. Stern came and replaced a few bug traps throughout the building. Our maintenance team continued to preserve the upkeep of the building on a daily basis. We have now consolidated a large amount of junk that will be removed in the next week.

Respectfully Yours,  
Tara Cooper

