



2013 Annual Report



**274 Main Street
Hackensack, NJ 07601
201-343-4169
<http://hackensack.bccls.org>**

TABLE OF CONTENTS

1. Annual Statistics (9/ 2012 – 9/ 2013).....	3
2. Adult Program Highlights	
2.1 Business/Job Search.....	4
2.2 Technology.....	5
2.3 Cultural.....	6
2.4 Informational.....	7
3. Young Adult Highlights	
3.1 Teen Tuesdays.....	8
3.2 Lunch and Learn.....	8
3.3 Summer Reading Program.....	9
3.4 Talk it Up.....	9
4. Children’s Program Highlights	
4.1 Kid’s Tech Time.....	9
4.2 Therapy Dog Reading Time.....	10
4.3 Underground Animation.....	10
4.4 Teddy Bear Picnic/Overnight.....	10
4.5 Summer Reading Program.....	11
5. Outreach and Publicity.....	11
6. Building and Grounds.....	11
7. Thank You Highlights.....	12

Annual Report

September 2012 to September 2013

		September 2012-2013
Total Circulation of Materials		162,078
	Children's Books	55,714
	Children's Media	5,363
	Adult Books and Periodicals	48,201
	Adult Media (DVD's, video games, MP3, CD books, Music CD's)	39,248
	Downloadable 	
	Music/Audiobooks/eBooks, and Database Usage**	4,531
	Young Adult Books	3,194
	Periodicals In-House Usage	4,426
	Microfilm Use	1,401
Attendance Total		85,864
	Reference Questions	26,624
	Computer Assistance at Reference Desk	4,905
	Internet Usage (children's and adults)	41,251
	Children's Program Attendance, Includes Class Visits, Guitar Classes, and Outreach Visits	4,203
	Young Adult and Adult Program Attendance (Library and Community)	4,880
	Adult Program Attendance (Library Only)* 	3,241
	Young Adult Programs	760

Adult Program Highlights

Business/JobSearch/Leadership: Catherine Folk-Pushee and Sharon Castanteen

Fall 2012:



Leadership Hackensack Class, 10-week seminar: On September 24, 2012, Mayor Melfi signed and presented certificates to my Leadership Hackensack Class members who attended 8 or more classes. The Chronicle reporter was there and took photos. We had a graduation party afterward that lasted until 11 p.m. Family members were there and the group purchased a paver. We discussed politics, taxes, the library, and personal growth. *(Covered by the Chronicle and County Seat)*

Social Media for Businesses: Michael Savino, a local grade school educator and social media consultant, presented the program. Sixteen retail, professional and technical service businesses learned how to get started in social media to meet their revenue goals. Light refreshments were served.

Eli Amdur's Four-Part Career Workshop Series: Eli Amdur, a local career coach, author, adjunct professor at FDU and job columnist for the Record, presented the program in four sessions (September 12, 19 and October 3, 10). Mr. Amdur targeted resume and interview strategies. Networking, according to Mr. Amdur, is all about ABC, *Always Be Connected*. In other words, don't just try to network when you're out of a job, but, keep your connections up all through your life. This was one of the most successful and productive programs we've ever had.



Hackensack Street Fair: Best Library Courtyard events ever! Besides the energetic and uplifting dancers from Hackensack's Center for Modern Dance, and the beautiful and delicate puppets from Robert Rogers, I had a juggler, Will Shaw, who held the audience still and breathless (except for one little 2 year old girl who kept losing her balloon). Shaw stayed cool, calm, and collected; maybe less than cool when he was juggling fire (outside the library, of course).

Winter 2013:

Business Etiquette: Mrs. Judith Brunson, a certified protocol consultant and Hackensack resident, spoke to 15 participants about how we present ourselves in business and social settings may determine our success.

Job Readiness Workshop: Ms. Kasana Akridge, presenter and licensed social worker, explained in six, two-hour sessions the principles of career searching. She focused on career planning and discussed the benefits of continuing education. Lisa Kelly, Career Counselor for Hackensack High School's Drop-In Center, found the information invaluable and will be able to share a lot of the information with students and displaced workers.

Technology – Radwa Ali, Michelle Acosta, Kathy Cannarozzi, Catherine Folk-Pushee

Individual Computer Assistance: We offer individual computer and technology assistance to Hackensack residents only. This year, between September 2012 and September 2013, we assisted over 800 individual Hackensack residents with their various technology needs.

Sometimes they come for help with online job searching, emailing resumes and cover letters, as well as formatting these documents and advice on how to tailor them to their targets. Residents also drop in for help with their iphones, iPads, Notebooks, Tablets, Laptops, smartphones, smartpens, and any gadget you can think of, and our capable staff helps residents set up accounts, navigate the device and fix settings.

Winter 2012-2013:



Sell it Online! We buy so many things online now, but did you know that it's *just as easy to sell things, too?* Two seminars brought 71 people together to run through the ABC's of selling on eBay and Amazon. Radwa explained the difference between a good and a bad description for something they wanted to sell. She showed them the difference between a good and bad picture, and she discussed the advantages of listing on Amazon and eBay, particularly which kinds of products are best to sell at which store and the fees that come with each.

Say "No" to Scammers: Radwa Ali went through some of the most commonly used scams: Nigerian emails to tech support frauds and the typical money wiring schemes. Looking at examples of each scam brought to the attention of one lady in attendance the email she received recently. Hopefully now she knows to stay away from it. Delete it!

Spring 2013:

No Photoshop, No Problem: The attendees ended up spending all their time looking at PIXLR, a free web program that does much of what Photoshop does. There was a long discussion and demo on how to work with layers, which is one of the most important features that distinguish PIXLR from other free photo editing tools. Several people who were into creative hobbies were absolutely ecstatic!

Kickstarter is an online funding platform for all kinds of creative projects, from films, games, music and art, to design and technology. Five local, successful fundraisers led a seminar on how they raised money for their own projects, and how anyone with a great idea and a little ambition and creativity can kickstart their passions into profitable projects and careers. Toney Jackson, a Hackensack school teacher and Tanya Gomelskaya, Louisa Luisi, and Robert Stone explained to those in attendance how crowd funding assisted them in their own endeavors. *(Covered by the Chronicle)*



An iPad a Day Keeps the...Boredom Away! This class was for complete iPad beginners. Radwa explored what happens when you turn one on for the first time, what an Apple ID is and how to get iCloud, apps, email, pictures, and basic use. Thanks to a generous loan of iPads from the NJ State Library, we had 5 iPads to play with. Although we had 24 people in attendance, Radwa scheduled several sessions to accommodate everyone. It was a great success.

Summer 2013:

Google Mania There's a lot more to Google than just searching. Did you know you can use Google DRIVE to completely eliminate your reliance on Microsoft Office? Or that you can quickly design 3D models of whatever you want? We had **26** people in attendance. It was a fun seminar jam-packed with information! Narrowing searches to recipes, using Boolean, searching only for animated pictures on Google images, etc., was new territory for most of the people there. We also went over Google Drive, and many of them were amazed to discover they could eliminate reliance on Microsoft Office. Other areas discussed: Google patents, books, flight search, finance, and more!



Are You Linked In? LinkedIn isn't just another social network...it's the social network you want to be on if you're looking for a job, if you want to look for a job in the future, if you *have* a job now. We had 36 in attendance. We covered a lot of online professional etiquette or, "netiquette". The most important thing for people to understand is that LinkedIn is not Facebook. The way we behave on one site is vastly different from how we should behave on the other. After a series of do's and don'ts along with examples, I went through the site section by section using my own profile as the example.

ESL Classes: Michelle Acosta, who services our Hispanic population with computer basics and also teaches two groups during the week and two individual sessions of ESL a week has seen approximately 198 patrons since August, 2012.

Cultural and Informational Program Highlights: – Barb Schuit

Fall 2013:



World Drumming Workshop: The multi-generational, multi-cultural "World Drumming Workshop" was advertised as a program for ages 8 and up (ages 8 - 11 must be accompanied by an adult). We had just that -- young children with parents, right up to seniors participating. Both ends of the age spectrum thoroughly enjoyed learning how to play the drums (of various kinds), and also enjoyed playing together, as the age-ranges were inter-mixed in the various types of drums sections.

Genealogy Workshop: Building a Solid Family Tree Foundation: Randi Koenig, genealogy specialist presented a very good basic "how to get started" by using an example search to show what kinds of resources to use, etc. She also cautioned them in terms of the scope of the search, encouraging them to start small and work backwards from that. No use thinking you'll trace your family back to the Middle Ages if you can't find out when they arrived in America! We have several requests for a follow-up next year, budget permitting.



Learn to Dance the Salsa! Manny Santiago of Con Ritmo Salsa Studio did a great job of making people have fun while helping them to progress at their own pace while still keeping the evening interesting and fun. We had 52 in attendance and Manny was helpful in making the connection with dancing and the Latino culture.

Winter 2013:

Celebrating the Life of Dr. Martin Luther King: Dr. Sulayman Clark is one of the scholars selected to study this program by Dr. King's sister-in-law, Edythe Scott Bagley. Dr. Clark commented on Dr. King's beliefs of wanting everyone to be first in love, first in charity...because the new norm of greatness is service. All of us are great because all of us can serve. It was Dr. King's belief that you violate people's spirits when you do not give them equal opportunities and violation of spirit being the true violence. Many of those in attendance said it was a great program and very thought provoking.

Health Care and Taxes: This seminar was presented in Spanish and English on different dates. Mr. Charles Birnberg, the presenter, was excellent. Mr. Birnberg's experience comes from teaching in colleges, working several years as a CPA, and presently working with H & R Block for the past several years. He knew his topic well and was very personable and interesting. He made everyone feel at ease. He helped make a complex topic understandable and he gave good advice concerning the new laws and how they will affect all of us in terms of health care insurance.

Spring 2013:

Delicious Dining: Eating Well with Diabetes: Forty-four people were joined by Daniel Frey, Certified Health Coach and Culinary Institute of America trained chef. Mr. Frey demonstrated diabetes-friendly recipes and helped create a “roadmap to health” for all in attendance. The evening was sponsored and presented by Bergen Volunteer Medical Initiative (BVMI). They were well staffed to assist in answering questions. As a diabetic himself, Daniel Frey was well-versed in a wide range of topics concerning eating healthy with diabetes.



ICAL (Institute for Latin American Culture):



The Library joined with ICAL to present an art program for children. Their art will be judged and prizes awarded on June 1 at an evening exhibition of ICAL’s adult artists and reception.

June 1, awards were given to children who participated in the art contest. With about 70 people in attendance we see how this event is becoming an integral part of the Hackensack Hispanic community.

New Immigration Laws: Presented by Ariela Herzog, a bilingual attorney, twenty-one people learned good basic advice when applying for legal status. Some information given was the limited time-frame (one year) when you are able to apply. Then, a 10-year wait until they are then eligible to apply for citizenship. It was suggested they get their paperwork in order as soon as possible, seek out an accountant to help them know how much in back taxes will probably need to be paid and to begin accumulating those funds well in advance of the deadline, etc.

Young Adult Program Highlights

Spring 2013:

Teen Tuesdays Keri Adams, our Young Adult Librarian, has had approximately 236 students enjoying her Teen Tuesday program. Here is where the students are excited to participate in video games, board games, use of the internet, and of course, snacks. She put out Book Matchmaking forms this month. Students check off the types of books they like and Keri uses the forms to make lists of books for that particular student to read.

Lunch and Learn/Book Matchmaking: Keri presented another Lunch and Learn at the middle school with 43 in attendance. Her book talks are becoming popular. With repeat customers, clearly, they are enjoying her book talks. Her Book Matchmaking program is getting a good response as well. The demand for YA books reveals that teens are still reading and that they trust Keri’s recommendations.



Summer Reading Program Outreach: Hackensack Schools have monthly presentations at the high school for Hispanic parents wanting to work along with the schools to help their bilingual children academically. With Michelle Acosta translating, Keri was able to have parents hear about the YA and children's programs being offered at our library. She spoke about the upcoming summer program and handed out flyers. There were close to 100 people in attendance.

May 28-30, Keri was at the middle school and gave 22 presentations about the young adult summer reading program to 570 students in grades 6-8. She shared with them about the programs, the Kindle raffle and library cards.

Summer 2013:

Talk it Up! The Summer Teen Book Discussion group, Talk it Up, had 26 weekly participants. Imagine 26 students interested in reading all summer without it being a homework assignment or reading requirement! This is nothing less than amazing. Go Keri!

Summer Reading Club for Teens:

Keri Adams hosted over 350 teens this summer at various reading-incentive programs. For example: The teens loved Hyperactive Trivia which involves answering questions and running! They also enjoyed the Book Talk program. It's hard to believe that 22 teens showed up to hear Keri tell them about books. She showed some online book trailers and the teens were arguing over who got to check out what first.

The book club has almost been too successful; it's difficult to hold a meaningful discussion with so many kids. But the Skype visit with the author of *Cinder* went really well.

Children's Program Highlights

Fall 2013:

For three hours every Saturday in the Fall and Spring, Jorge Meneses teaches guitar lessons to children ages 8 to 18, and does not charge the Library for his lessons. Over 30 children attend the classes every week. At the end of the lessons, the students present a concert. On November 24, our auditorium was filled with over 100 parents, friends, and relatives of the students.

The Haunted Library:

The Haunted Library was a success again this year. Tours were given to 115 patrons and our staff went over the top entertaining them. From acting in the individual scenes, to the tour guides, and decorating crew, everyone put their all into making this event great!



Winter 2013:

Kids' Tech Time: A new program developed by Mari Zigas to help elementary school children with their computer skills. This was added because many children come to us

for help with their homework, and lately, the help they need is in navigating software to present their homework. During the summer, Mari keeps them in practice with Microsoft Word and Microsoft PowerPoint. Children learned necessary and useful functions for both programs and then created final products. In Word, they typed up summaries of their favorite books while modifying font type, font style, margins, spacing, importing and text-wrapping photos, and adding headers and footers. In PowerPoint, they made slide shows of any topic – favorite dessert, favorite animal, about me, etc. Kids learned how to add and edit slides, use templates, apply background styles, make presentation information aesthetically pleasing to the audience, and more.

Special Needs Story Hour A new bi-monthly program geared especially towards children with special needs in our community.

Therapy Dog Reading Time: This program got started in February and “Charlie” our therapy dog is very gentle and loving. Children who are afraid to read aloud have conquered their fear by reading to Charlie.



Summer 2013:

Underground Animation: A new Underground Animation program for grades 4-6 has been a success! Kids used Crazy Talk Animation to learn basic functions like body and face puppeteering, importing personal photos and illustrations, adding audio to characters (text-to-speech along with recording their own voices), editing timelines to add movement, and more.

Teddy Bear Picnic and Overnight:



The annual Teddy Bear Picnic and Overnight for all ages was, as predicted, a huge success. Kids brought in their lunches while staff provided snacks and drinks. Tablecloths were spread out on the auditorium floor for a picnic feel and everyone socialized while they ate. The picnic ended with a screening of “Winnie the Pooh,” a classic favorite. And those brave souls, who could go a night without their teddy bears, decided to leave their bears overnight while staff took pictures of their “sleepover.” Some shots included the bears taking pictures of themselves with the statues in the History Room, video chatting, playing chess, reading to each other, climbing the book shelves, and more. A slideshow is being made with all the pictures taken.

Summer Reading Program: At the Summer Reading Club Reward Party, on August 15, children who read 10 books or more this summer were given a special treat. Almost 200 children read over 2,000 books this summer. Piccarelli Science Teller, performed amazing magical feats that also taught science, e.g. amazing huge foam

creation and slime from chemical reactions, water in a container being held upside down over a child's head, but not falling due to air pressure, and aerodynamic demonstrations of flying objects without mechanical propulsion.

The children were given raffle tickets for every ten books they read and we gave out two \$100 Toys R Us gift certificate prizes to two lucky children. We use Toys R Us as an incentive to all children to read books during the summer. They almost always find they love reading by the end of the endeavor. Next year we will add Barnes and Noble to our gift certificate prizes.

Hackensack's Night Out

Hackensack's Night Out, August 6, 5:30 to 9 p.m. Report from Michelle Acosta:



I introduced the library to the community as a good resource. The children had a great time and enjoyed the books and toys. The adults were impressed with the variety of library programs. It was a successful event for the library and the community.

The library gave away 100 tote bags, Glow in the Dark toys and books.

Building and Grounds and Security

Camera upgrade/Security: Dynamic Security, a company with a New Jersey State contract (#A81381), upgraded the entire camera system, making them all digital with the clarity we need and the remote access for full protection. Since our new additional Security Guard, Emily Lyons, has been covering more hours, we have greatly reduced our incidents and improved the quality of life in the Library. Now we have the tools to share with the Police Department if we need to pursue an investigation.

iPad Station in Children's Department: We've added a new feature: An iPad station so that children can access interactive picture books and educational games on the iPads. The table has the feature of recessing the ipads so the table and space can be used for arts and crafts and other activities when needed.



Flat Roof: The project is complete! We are safe and sound. We've been tested through some heavy rains, and we are ready for whatever Mother Nature has in store for us in the future. We had some bumps along the way; our ceiling drains started leaking from vibrations loosening the clamps which kept them level and draining properly, and apparently the HVAC units needed some metal pan adjustments, but luckily we had no content damage. And I'm proud of our staff who soldiered on through the non-toxic sealant odors which were not exactly pleasant. We didn't need to close even one day.

Highlighted Quotations of Expressions of Appreciation for other Programs:

Dear Sharon:

*You and your staff are doing a SUPER JOB of keeping the Library's offerings in front of members and other interested individuals! I've participated in the Tech Petting Zoo and have told many of my friends about it; they, as I, just love the name, "Tech Petting Zoo". The lovely ladies who led it were most helpful and compassionate. I'm looking forward to contacting Cathy or Kate about July's computer assistance tutoring. Will call soon, to get more information about it. I really feel like the JPL is MY library
Continued success, (name withheld)*

Dear Barb:

This is a long-overdue "thank-you" for sponsoring the six-month weight-loss program with Nancy Ellson of Holy Name Hospital. At our "reunion" meeting today, I was pleased to hear that all the weight-loss members that showed up have continued to lose weight, however slowly. For those of us who are obese or overweight, losing weight is a real challenge, and programs like Nancy's help. I just wanted to express my appreciation for sponsoring the program and getting us started in the right direction. (name withheld)

Hi Sharon,

As you know, I participated in the first Leadership Hackensack class, which led me to Bergen Leads (the one year civic leadership class). Our graduation day is today. Woohoo! My participation in these classes has led me to gain the motivation and courage to begin two businesses of my own. Anyway, I am in the process of networking and getting the word out to as many people as possible. Sincerely, (name withheld)

Dear Radwa:

Ok, I did it! Thanks to the great tips I learned at the seminar, I've launched my own Kickstarter campaign for my book Ordinary People-Everyday Prep. It launched yesterday, and it's already at 2% of the funding goal. I just wanted to say thank-you once again for hosting such an amazing workshop.(name withheld)

Verbal Thank-You's:

One of the women who participated in the Parent-Child Jewelry-Making class came in to see Babette Smith and told her that she has a thriving little cottage business, making and selling her jewelry at various church sales, etc. She told Babette that she wanted to thank us for giving her the idea and know-how and that if we were to do another jewelry program, she would be first in line to take part in it!

A verbal "thank you" was delivered to Radwa for the inspiration given to (name withheld) who attended her class here on eBay. This Hackensack resident now has her own "storefront" on eBay thanks to Radwa's instruction and inspiration.

*Respectfully Submitted,
Sharon Castanteen
Director*