

# SAYREVILLE PUBLIC LIBRARY



# 2012 Annual Report

# **Sayreville Free Public Library**

**Kennedy O'Brien, Mayor**

## **Borough Council:**

Daniel Buchanan  
Lisa Eicher, Library Liaison  
William J. Henry  
David McGill  
Ricci Melendez  
Mary J. Novak

## **Library Board of Trustees (as of 12-31-12):**

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Bernadine Puchalski  
Anne Pulnik

## **Library Director:**

Susan Kaplan

*Sayreville Library is a vital town meeting place where the community can gather, explore new worlds, and share ideas and values.*

### **2012: the year of the Storm**

2012 will be remembered in Sayreville as the year of Superstorm Sandy. We were extremely fortunate that the library building was spared, but our staff and our community were not. Despite having to close due to road closures and power outages, we were able to help in other ways. In advance of the storm, we distributed handouts urging residents to sign up to receive Nixle emergency messages from the Borough. In the aftermath of the storm, the library served as a clearinghouse of information on government and nonprofit relief services, and provided public computers at a critical time for residents.

### **2012: the year of the e-book**

More e-reading devices hit the consumer market at lower prices and with more features. While Sayreville Library has offered free e-book loans through eLibraryNJ (formerly ListenNJ) since 2009, there was a marked increase in the popularity of this service as dozens of patrons turned to us for advice and instruction. We responded with workshops, individual instruction, and customized instructions for using eLibraryNJ on specific devices. Of the total 1085 Sayreville patrons who have registered for eLibraryNJ, over 400 registered in 2012, and e-book loans quickly eclipsed audiobook downloads. Our patrons borrowed 431 e-books and audiobooks in December 2012, compared with 275 loans in December 2011.

## 2012 by the numbers

The library was visited **216,231 times**, on average 850 visits on regular weekdays and over 1000 visitors on summer weekdays. There are **19,950 resident library cardholders** out of 42,236 total population.

### Services used

- **228,364 total items were circulated**  
149,082 total adult circulation  
79,082 total children's circulation  
63% of circulation was BOOKS and magazines  
37% of items circulated were non-print (music, audiobooks, DVDs)
- **14,976 reference questions were answered** (does not include computer assistance)
- **26,627 public computer sessions**  
20,420 hours of use  
46 minutes was the average session length
- 95,431 visits to the library website [www.sayrevillelibrary.org](http://www.sayrevillelibrary.org)  
averaging 8000 visits per month by 4243 unique visitors
- **9,069 total attendance at 521 programs**  
5,760 children attended 258 programs  
520 teens attended 24 programs  
2,789 adults attended 239 programs

### How we did it:

- Reference, children's, and circulation **service desks** were staffed during 3172 total annual public service hours
- 30 **public computers** with Internet access, five catalog terminals, public printers, and a self-service circulation terminal were continually maintained, secured and upgraded
- 13,166 items were added to our **library collections** through a collection development process of selection, procurement, and technical processing. **Database trials** were conducted to assess other electronic resources and e-book collections for possible purchase
- **The IT infrastructure** was reconfigured for greater capacity, reliability, power and data backup, and easier upgrading.

## Adult Programming

Adult programming continued to draw a diverse group of participants. Adult programs are free for cardholders in good standing.

Highlights:

- We continued to place major emphasis on assisting jobseekers with quarterly workshops and resume assistance. We established a jobseekers' support group that meets monthly and is very well attended.
- Computer classes were expanded to include MS Word, Excel, and Powerpoint.
- In partnership with Literacy Programs of NJ, several weekly English conversation groups and several one-on-one tutoring sessions were conducted at the library.
- The Adult Summer Reading Club had a great time sharing book reviews and recommendations.

As always, we sought ways to enrich lives and minds through educational speakers and experiences including:

- Personal finance
- Film matinees
- College admissions and financing
- Health and fitness
- Book discussion groups
- Citizenship workshop

## Children and Teen Programming

Our children's department offered a wide selection of programs for children, 'tweens, and teens. All formats of storytelling, crafts and a story, music, and yummy stories were very popular and incorporated early childhood literacy activities.

The children's department rolled out several big events during **National Library Week**:

**Mini Book Club, "Oh the Places You'll Go"** – A one week book club to encourage children to read during NLW, 25 children participated.

**Under the Sea Luau Party** – songs, dances, games, and balloon animals for children of all ages. Approximately 100 children attended.

**Bubble Trouble** – a very creative, bubble show with audience participation. Approximately 100 children attended.

**Cat in the Hat Appearance** - Over 100 children attended the meet and greet! Children danced, sang and had their pictures taken with the famous cat.

Programs for teens included gaming, book discussion groups, zombie crafts, and henna art. In partnership with the Friends of the Library, we visited the Wilson and Arleth elementary schools to promote summer reading and to present library cards to hundreds of students.

464 children registered for the **Summer Reading Club**, and 235 children logged 8,866.5 hours of reading time. Children from many local public and private schools participated. The Tricky Tray Finale was again held at the Sayreville Senior center and nearly 100 children and their families attended. We raffled over 150 prizes, many of them donations, of books, toys, DVDs and CD-ROMs. Certificates of participation were awarded to all attendees and consolation goody bags were given to all children who did not win a raffle prizes. Marie and Pam logged registrant information and reading data using Evanced software, to compile statistics.

The **Teen Volunteer Program** hosted about 120 teens in grades 7-12. All volunteers had to have a Sayreville Public Library card in good standing to participate in the program. They also had to join the Teen Summer Reading Club and submit at least one book review in order to get a letter of recommendation for their service. The children's department managed all the record keeping, attendance records and data input related to the volunteers. The volunteers helped children and parents log reading hours, awarded prize books and assisted with children's programming. The first teen summer reading program was a big success and attracted many teens aside from the volunteers.

## **Reaching Out to the Community**

The library staff continually seeks opportunities to publicize the library to Sayreville residents and businesses.

During 2012, outreach included:

- \* Visits to elementary schools and pre-schools
- \* Participating in the annual "Aging Out Fair" for Middlesex County foster children
- \* Staffing tables at Sayreville Day, Community Day at the Y, and Back to School nights
- \* Hosting a Polish Heritage Festival as part of Meet Your Neighbors @ Sayreville Library
- \* Distribution of information packets for new Sayreville teachers
- \* A librarian as liaison attending the school librarians' meetings
- \* Frequent updating of the library website [www.sayrevillelibrary.org](http://www.sayrevillelibrary.org)
- \* Monthly online newsletter emailed to nearly 800 patrons
- \* Submitting press releases to local news outlets

## State of the Library

The library building and grounds are maintained and necessary repairs are performed by the Borough of Sayreville. Some systems and equipment, such as HVAC, are maintained by commercial services and paid from library operating budget funds. Routine maintenance is performed by a designated Borough employee and is paid from the library budget.

### Quiet Room Renovation

The premier event of 2012 was the transformation of the Reference Room into the Quiet Room. This project took nearly six months and involved most of the library staff. In order to create open space for patron seating and more computers, print collections were relocated.

#### *Why Renovate?*

The Library Board of Trustees has a vision for library services that encompasses providing information, learning opportunities, and cultural exploration for the residents of Sayreville. Many of the renovation ideas arose from a needs assessment conducted in 2008. Library patrons wanted the library to provide more public computers, more comfortable seating, more workplaces for them to use their wireless laptops, and better lighting. They also told us that they are not always aware of what the library has and would benefit from more display space. The assessment confirmed that there is a major problem with the physical size of the library and the challenge that this presents in serving a population of 42,000 residents with an inadequate structure. However, there existed an opportunity to repurpose existing space to improve functionality until the overall issue of building size can be addressed.

#### *Design Success*

The newly remodeled Quiet Room meets the current needs of Sayreville residents by providing a well-lit area with three times the seating as the old space with different seating options for readers, students, and businesspeople. Remodeling the existing space enabled us to add 11 additional public computers and 12 comfortable reading chairs. Every seat has access to a safe power supply without draping wires to wall sockets. New bookcases and display fixtures enable us to highlight items from our collections.

#### *Funding*

The renovations were funded by several sources. Sayreville Public Library is a recipient of a federal NTIA stimulus grant to the New Jersey State Library under the Broadband Technology Opportunities Program. The goal of the New Jersey State Library's BTOP project is to help in the economic recovery of the state by giving libraries the tools they need to expand services to the unemployed and underemployed. The BTOP grant provided 12 desktop computers for the Quiet Room. The grant also funds access to online commercial career and jobseeking resources, onsite computer training classes, and a laptop computer lab.

A grant from the NJ Board of Public Utilities and the Department of Community Affairs provided

subsidies to replace antiquated lighting with energy efficient, low maintenance fixtures. The grant also subsidized replacement of the original HVAC rooftop unit with an energy efficient unit.

In previous years, the board of trustees and the library director set aside funds from the operating budget for capital improvements, which were used for this and other projects throughout the library.

### *Great Teamwork*

The staff of the Sayreville Public Library contributed greatly to the success of this project:

- A tremendous effort by the librarians to select collections to keep onsite during the construction.
- Keeping the staff and the public updated via email and signage.
- Managing multiple vendors through the bidding and construction process.
- The entire library staff promoted a positive message to library visitors, while fielding questions about items in temporary storage and alternative sources.

Finally, we appreciate the assistance of the public libraries of the LMxAC consortium, which provided resources to Sayreville patrons in a generous, timely manner.

### **Other improvements**

In addition to the Quiet Room project, both large and small changes were made to improve ease of use and safety:

- Under a grant from the Board of Public Utilities, original fluorescent ceiling light fixtures throughout the library were replaced with energy-efficient lamps and sensors were installed in all nonpublic areas. Two rooftop HVAC units were also replaced.
- “Velvet ropes” and painted footprints were placed at the circulation desk to control circulation traffic.
- Lists of acceptable identification for issuing library cards were affixed to the circulation desk counter facing the patron.
- Large posters listing circulation policies and library fees and fines were installed at the circulation desk.
- Display fixtures were repositioned to unblock the front windows.
- Additional bookstore-style shelving gondolas enabled us to prominently display our most popular collections.

## **Short Range Assessment**

The present condition of the building is satisfactory; but its original furnishings are in need of replacement or additional maintenance:

- The largest rooftop HVAC unit has been repaired and patched repeatedly and will soon need to be replaced.
- The lobby has outlived its usefulness. It should be renovated to alleviate crowding at the circulation desk and to accommodate traffic patterns for patrons entering the building.
- The walls throughout the building are dirty and wallpaper adhesive stains can be seen in several areas. The wallpaper should be removed and the walls either repapered or painted.
- The carpeting is worn and discolored and should be replaced in all areas of the library except the children's room.
- The circulation desk and the circulation workspace should be renovated to meet current needs for additional checkout terminals and more processing space.
- The basement should be remodeled to meet current needs for storage and temporary workspaces. The staff break room should be renovated.
- Window panes should be replaced with energy efficient UV glass to eliminate drafts and glare.

## **Long range Assessment**

The current facility was built in 1968 and additions were done in 1979. Its 19,000 square feet do not enable us to meet the needs of the current or future population. There is currently not enough space to house library collections, increase staff size, or enable additional classes, programs and meetings.

## Our Valued Partners

**The Friends of the Sayreville Public Library** continued to provide essential fundraising and volunteer support.

2012 revenues \$4002.43

2012 purchases \$3459.94 including:

- Co-sponsorship of the Summer Reading Club Kickoff celebration
- Sponsorship of library programs
- Replacement flat screen television for the front entrance
- Staff appreciation holiday luncheon
- Various library contest prizes
- Memorial book purchases
- Donation to Books to Keep

**Adult volunteers** contributed hundreds of hours of their time and effort to put DVDs and music CDs in new cases and repair damaged DVDs and music CDs. They also provided occasional clerical support and packed giveaway bags for Sayreville Day.

Our relationship with the **Sayreville Schools** and partnerships with the school librarians strengthened our support of Sayreville's teachers, students and parents.

2012 projects:

- Visits to elementary schools
- Hosting nursery school classes
- Annual purchase of about 400 books for the required summer reading program
- Annual purchase of books for the Battle of the Books contest
- Teachers used the meeting room for test preparation sessions

Groups of students with special needs from **New Road School** and **Academy Learning Center** worked at the library one morning each week, re-shelving materials and cleaning tables and bookshelves. Several groups from other schools and group homes visited the library weekly.

**Literacy Programs of New Jersey** held weekly conversation groups and one-on-one tutoring for English as a second language

**LMxAC** automation consortium saved Sayreville money through the joint purchasing of integrated library system software, centralized servers, and IT personnel. Our membership expands our collections by enabling reciprocal borrowing with 29 area libraries.

Our alliance with **Middlesex County Workforce Information Bureau** continued to bring jobseeking workshops and materials to Sayreville library users.

### **New Jersey State Library**

- Per Capita State Aid
- Statewide Databases
- Broadband Technology Opportunity Program (BTOP)
- Energy Checkup
- Library director Susan Kaplan continued to chair of the State Library LSTA Council to plan how federal LSTA funding will be used by the State Library.

### **NJ Cultural & Heritage Commission**

The library was awarded a grant to present “Meet your neighbors @ the library”. This program about Polish culture was held in October.

### **LibraryLinkNJ (formerly INFOLINK) Library Cooperative**

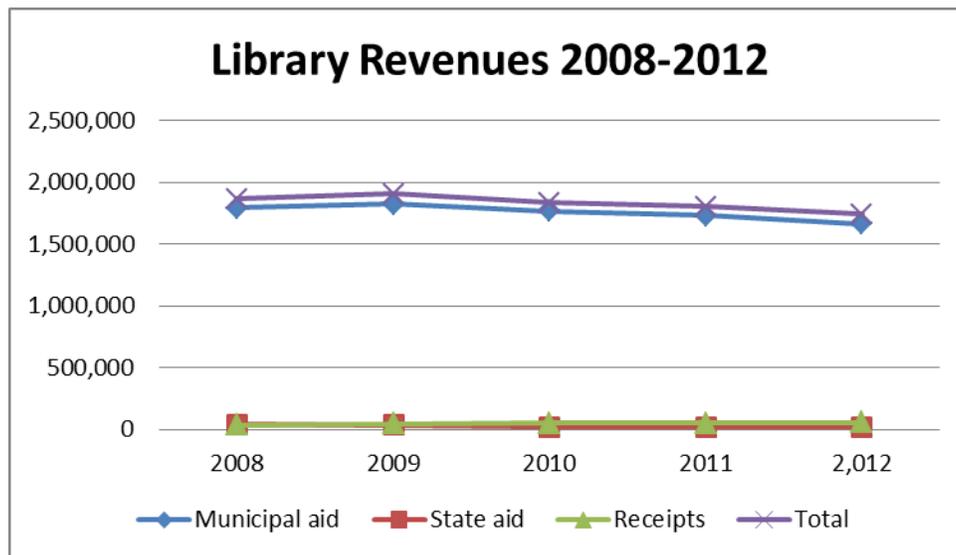
- Staff development subsidy
- Continuing education opportunities via webinars and classroom training
- Library director Susan Kaplan was invited to join the cooperative’s Strategic Planning Committee.

### **Libraries of Middlesex**

This organization of local libraries provides a forum for library directors to share information and foster cooperation. LMx sponsors Books to Keep, a December program to collect new children’s books and distribute them to needy families.

## Library Funding

The library is funded by municipal aid, state aid, and receipts from fines and fees. Municipal aid is set by statute at 1/3 of a mil (33 cents per \$1000) of the total equalized valuation of the municipality. This formula adjusts automatically in response to fluctuations in property values. Thus, state aid increased in 2009 and has decreased in 2010, 2011, and 2012. State aid has decreased every year since 2008 and is now 1% of library funding.



	2008	2009	2010	2011	2012
<b>Municipal aid</b>	1,792,000	1,823,100	1,765,697	1,731,135	1,663,741
<b>State aid</b>	40,945	37,420	19,160	19,679	18,899
<b>Receipts</b>	32,463	46,931	51,227	51,421	54,305
<b>Total</b>	1,865,408	1,907,451	1,836,084	1,802,235	1,738,957

## Balance Sheet

2012 revenue		
Municipal aid	1,663,741	
State aid	18,899	
Receipts	54,305	
Grants/donations	1,000	
Total 2011 revenues		1,737,945

2012 expenditures		
Salaries and wages	913894	
Benefits	261530	
Materials and supplies	215621	
Other general expenses	242361	
PCSA (state aid) expenses	8144	
Grant program expenses	1000	
Total 2012 expenditures		1,642,550

## Return On Investment (ROI) Calculation

### Value of Services Delivered

*\$2.32 in services was delivered for every dollar spent!*

	# of Uses	Per Use Value	Total
Adult Books Borrowed	61,727	\$17.00	\$1,049,359
Children's/YA Books Borrowed	80,450	\$12.00	\$965,400
Magazines Borrowed	2,660	\$5.00	\$13,300
Newspapers Browsed	1,300	\$9.50	\$12,350
Movies Borrowed	57,488	\$9.95	\$572,006
Audiobooks Borrowed	7,599	\$9.95	\$75,610
CD's Borrowed	14,607	\$9.95	\$145,340
E-books borrowed	3,998	\$15.00	\$59,970
Magazine Use in Library	12,000	\$5.00	\$60,000
Interlibrary Loan	11,290	\$25.00	\$282,250
Meeting Room Use per hour	89	\$50.00	\$4,450
Adult Programs Attended	2,789	\$15.00	\$41,835
Children's Programs Attended	5,760	\$7.00	\$40,320
Hours of Computer Use	20,420	\$12.00	\$245,040
Reference Questions Asked	14,976	\$7.00	\$104,832
Database searches	6,740	\$20.00	\$134,800
<b>Total Value of Library Use</b>			<b>\$3,806,861</b>

Divided by 2012 cost of library services \$1,642,550 = \$2.32