

CHERRY HILL PUBLIC LIBRARY ANNUAL REPORT 2019



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ANNUAL REPORT 2019

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2019 Annual Report
Director's Message

Perhaps no place in any community is so totally democratic as the town library. The only entrance requirement is interest. – Lady Bird Johnson

Welcome to the Cherry Hill Public Library Annual Report! Our new mission and vision statements are the guiding principles for CHPL in all our work. The Cherry Hill Public Library is served by our professional librarians and trained support staff, collections, programs, technology and community partnerships.

Mission Statement

Create Community
Honor Equity
People Focused
Lifelong Learning

Vision Statement

The Cherry Hill Public Library will continue to use **expert** staff to **empower** our community while **enhancing** the quality of our patrons' lives.

We will ensure that our programs and services promote **equity** and inclusion.

We will be an **essential** service for a diverse community.

Support your library by making donations, volunteering, becoming a Friends member, attending a fundraiser, or becoming a sponsor!

In 2020 we will release our Strategic Plan for 2020 -2023, as we keep pace with the ever changing community and technology climate.

Our four Strategic Directions are:

- **SUPPORT A PASSION FOR READING AND LIFELONG LEARNING**
- **CREATE A CULTURE OF INNOVATION AND CREATIVITY**
- **BE THE PLACE FOR DYNAMIC PROGRAMS AND SERVICES FOR ALL AGES**
- **BE A VISIBLE AND ENGAGED PRESENCE IN THE COMMUNITY**

2019 At-A-Glance

Attendance in Library	599,066
Card Holders	28,879
Circulation	387,386

PC Usages	44,773
Wi-Fi Logins	95,801 (up 30% from 2018)
Adult Programs and Classes Offered	512 events with 9,167 attendees
Children's Programs offered	635 events with 25, 676 attendees
Reference and YS Questions Answered	58,759

2019 Event Highlights:

Black History Poster Contest with the Cherry Hill African American Civic Association (CHAACA) - February
 New Jersey Makers Day – March
 Mess Fest – May
 Trucks! Trucks! Trucks! – June
 Family Fort Night – June
 Book It 5K – September
 One Book One Cherry Hill- September
 Murder Mystery – October
 Trick or Treat – October
 Cherry Blossom Festival
 Alexander Hamilton: A Man before His time Lecture
 The Geography of Risk: A Discussion with Gil Gaul
 1000 Books Before Kindergarten graduation
 Bilingual Story Times
 Anime Club for teens
 Stories in the Park
 Noon Year's Eve

Support from our Friends of the Cherry Hill Public Library

- In 2019, for items and programs not afforded by CHPL's budget = \$56,000
 Examples: Museum Pass program, ESL program supplies, Summer Reading Events, Seed Library supplies, Veterans wall reception, Movie screening license, Maker Day 2019, National Library Card Sign-up month support, Music performances and professional development for staff.

Fundraising, Gifts, Grants:

- *Library fundraisers \$10,482*
- *Individual Gifts and Patron Donations: \$810*
- *Book It 5K \$1482 (\$5 every runner)*
- *Sponsorship: Kumon \$350*

If our library collections and programs matter to you, share with people you know and why everyone plays a role in public library funding.

We thank our Board of Trustees, Cherry Hill Township, Friends of the Library and Volunteers who work with staff to bring you the best public library we can be!

Library Board of Trustees

Art Simons, President	Mona Noyes, Treasurer
Dr. Joseph Meloche	Susan Bass Levin
Kathy Judge	Cathy Schwartz
Kavita Gupta	Carole Roskoph

Friends of the Library

President James Gibson, Vice President Marlyn Kalitan

See you at the Library!



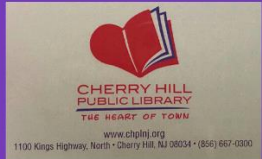
Laverne Mann, Director





CHPL 2019 Report

by the numbers



Library Card Holders
28,879



Library Visitors
599,066



Materials
335,236 library materials circulated
52,150 electronic materials



Reference & YS Questions Answered
58,759



Social Media
4,211 Facebook Followers
1,641 Twitter Followers
2,263 Instagram Followers



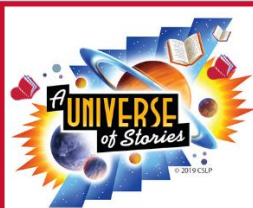
PC & WiFi
44,773 PC Uses
95,801 WiFi Logins



Volunteers
148 Total
47 Adults
11 Teens
54 YS Volunteers
36 Summer Reading
6,123.25 hours



Events
512 Adult Programs
118 Teen Programs
517 Children's Programs
126 Tech Classes Provided



Summer Reading Participation
408 Adults Participated
2,972 Books for Adults Logged
1,474 Children and Teens Participated
14,132 Books for Children & Teens Logged

Information provided by: Adult Reference, Circulation, Director, Marketing, Tech Services, Volunteer Services and Youth Services

Reference & Adult Services Department

Reference & Adult Services: By the Numbers

	2018	2019	% change
Adult Programs	418	512	+22.5%
Program Attendance	9,566	9,167	-4.2%
Outreach Attendance	1,836	1,501	-18.2% ¹
Professional Development²	564	868	+54%
Desk Reference Questions	36,246	38,049	+5%

We offered a greater total number of programs this year than in 2018, responding to the needs of our community and topic requests from patrons. Some of these were geared to a smaller audience – examples include: ESL classes and book clubs, adult arts and crafts, gender- and ethnicity-focused genealogy, civic and social issue events such as those connected with One Book, One Cherry Hill and the *American Creed* series, Stay Healthy Book Club, fine art and photography, environmental sustainability, indie documentary screenings, and small business assistance. We also continued to find success with large-scale events, like those involving history, popular culture, mental health awareness, and music.

Other updates we welcomed this year:

- Visitor pass fees eliminated for non-cardholders, expanding public computer access
- Group Study Room Policy simplified and streamlined to make the rooms more accessible
- Print release station and wireless printing services added
- Creative Bug crafting online tutorial service added – we will use this to foster creative programming ideas for the future

Lifelong Learning & Information Services

English as a Second Language (ESL) classes

Total sessions taught = 218

Class attendance = 1,977

Awards

- o NJ Library Association (NJLA) Library Service Award: Elby Wang & ESL Program Volunteers

¹ Music Under the Stars and Harvest Fest canceled by the Township due to weather in July and October 2019

² Number of hours: classes, conferences, workshops, webinars, etc. attended by staff

- Proclamation from Mayor and Township Council (pictured below)



- Additions to the ESL Program include ESL Book Club, Citizenship Preparation and *American Like Me* (a Book Club and Immigrant Story Share)

Reference by Appointment (now Librarian by Appointment)

100 one-on-one appointments in 2019

We changed the name to Librarian by Appointment to clarify the service and highlight staff professionalism.

Computer Classes

Number of unique classes = 36

Number of total sessions = 126

Class attendance = 954

New classes

- | | |
|--|-------------------------------------|
| -Zooniverse | -What's a web browser? |
| -Constant Contact | -Intro to Ravelry |
| -Using LinkedIn to Power Your Job Search | -Instagram Basics |
| -Jewish Genealogy Resources | -Cutting the Cable Cord |
| -What You Should Know When Buying a PC | -What is Tor? |
| -Android Phones and You | -Social Media: Are You the Product? |
| -Summer Reading Secrets | -Computer Skills Speed Dating |
| -Intro to Computer Vocabulary | -Resume Writing for Beginners |

eBooks and More: hoopla, OverDrive/Libby, and RBdigital



Total number of checkouts = 52,150 (+9.5% as compared to 2018)

In November, we expanded the **hoopla** budget from \$3,000 to \$4,200 monthly and reduced the monthly checkout limit to 4. These changes allow for broader patron access to this extremely popular service.

Website Improvements

Significant changes made to make font sizes, headers, and graphics consistent and new content added.

New webpages added this year

- [Census 2020 Jobs](#)
- [Mental Health Resource Guide](#)
- [Resources for Homeschoolers](#)
- [1000 Books Before Kindergarten](#)
- [Friends Scholarship](#) (rotated feature page)
- [One Book, One Cherry Hill](#) (rotated feature page)
- Multilingual Library Card application pages: Spanish and Chinese

Cherry Hill Public Library Museum Passes

Total Number of Museums Offered: 19

Total number of checkouts = 2,240

Most popular passes

1. Grounds for Sculpture³
2. Academy of Natural Sciences
3. Garden State Discovery Museum

The Seed Library at CHPL – Cherry Hill Grows

Number of requests = 228 (+18.8% from 2018) Number of total seeds = 2,280 (+15% from 2018)

Adult Summer Reading Program (ASRP)**

Number of adults registered = 418 (+3% from 2018)

Number of books logged = 2,972 (+8.6%)

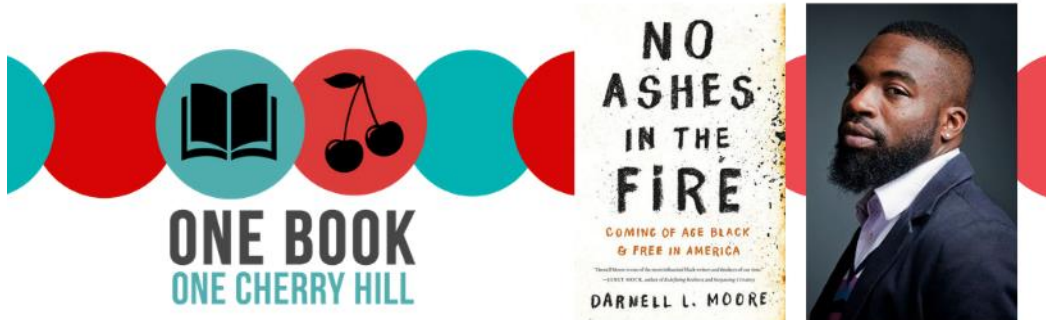
Number of book reviews = 654 (-20%)

Number of raffle entries = 2,409 (-15%)

ASRP Events

	<u># of Attendees</u>
"Now, I Have a Theory:" Experience, Expertise, and UFOs in Cold War America	42
"Welcome to Our Front Porch:" Songs and Stories	60
Constellation Jar Crafting	12
Space Race: 1957-1975	50
<i>Galaxy Quest</i> Film Screening	13
"Heaven, I'm in Heaven!:" The Sun, Moon, Stars, & Romance in American Popular Song	80
Labyrinth: Full Circle	19
Curiosity: Mission to Mars and the Deep-Space Search for Another Earth	75
Hand Painting Your Own Galaxy Yarn	15

³ No longer available effective 1/1/2020, per the museum's decision.

One Book, One Cherry Hill

Due to a generous grant from the NJ Council for the Humanities, and with additional funds from the Friends of CHPL, we reprised our One Book, One Cherry Hill (OBOCH) initiative in fall 2019. This year's book was *No Ashes in the Fire*, a riveting coming of age memoir by activist Darnell Moore about his life growing up in Camden, NJ. Rooted in local history and celebrating the life of this city, the book also dealt with universal themes such as racism, poverty, LGBT rights, and more, allowing us to create a dynamic and engaging program series attended by over 130 people.

Though an author visit by Mr. Moore was originally scheduled as our capstone event, he was unfortunately forced to cancel due to a change in his work schedule. Other presenters and partners who helped to make the One Book series a success:

- Darnell's Camden - and Ours: A Discussion with Historian Howard Gillette, Jr.
- Trumpet Chics Performance
- Who Am I? Who Are You? A Talk on Intersectionality and Privilege
- Seeing Gender: A Community Conversation on Gender, Race, and Media
- Langston Habanero: Cuba and the Writing of Langston Hughes
- Cathedral Kitchen: Serving Up Hope in Camden Since 1976
- The Prevalence of Poverty

Music Performances & Lectures

After the success of our music events in summer 2018, we realized the community is extremely interested in both live performance and music-related lectures. We will continue expanding our musical offerings for the future – below is a highlight of our music programs, performances as well as lectures:

<u>Music Events</u>	<u># of Attendees</u>
The History of African American Vocal Music	81
Coffee & Conversation: An Introduction to Music Therapy	20
The History of the Rolling Stones	55
Sattriya: Classic Dance from Hindu Monasteries	40
“Welcome to Our Front Porch:” Songs and Stories	60
“Heaven, I'm in Heaven!:" The Sun, Moon, Stars, & Romance in American Popular Song	80
An Evening of Rodgers and Hammerstein	130
Origins of the British Invasion	49
An Afternoon of Classical Guitar with Dr. Stanley Alexandrowicz	73
Trumpet Chics Performance	42
Cold Weather Company: A Concert	110
Popular Arias, Art Songs and Musicals with Sungji Kim	160
From the “Factory” to the “Mansion on the Hill:” The Songs of Bruce Springsteen	74
The Illustrated History of RCA Victor	101
99 Reasons, The Duo: A Concert	60
Coffee & Conversation: Music and the Mind	13

Library of Things

New Items in Circulation

- | | | |
|-------------------------------|----------------------------|---------------------|
| -Cassette to CD/MP3 converter | -Tool Library (many items) | -Mobile Scanner |
| -Portable Chargers | -Bee Bot (for YS) | -Portable Projector |
| -Gardening Tool Kit | | |

Genealogy Research Center: Events

- Genealogy Quick Start: Finding African Americans
- Using the US Holocaust Memorial Museum for Genealogical Research
- Jewish Genealogy Resources computer class
- Finding Your Female Ancestors in NJ Records

Community Partnerships

Expanding community partnerships was a primary goal of the department in 2019. These connections help to promote local businesses and organizations and anchor the Library as a central hub in the region, fulfilling our mission through lifelong learning.

Our 2019 Community Partners:

-RCBC Workforce Development Institute	-Rutgers Master Gardner
-National Alliance on Mental Illness	-Dr. Marla Cohen
-All of Us Research Program (National Institutes of Health)	-Medford Leas

-Jim Pecka, Certified Financial Planner	-Garden State Equality
-U.S. Small Business Administration	-Artis Senior Living (corporate sponsor)
-Charles Bachi, Physical Therapist	-Futurity First Insurance Group
-The Center at Camden County College	-Cherry Hill Public Works
-Astronomical Society of the Toms River Area	-Cadbury at Cherry Hill
-UCEDC, non-profit economic development corp.	-Dr. Elyse Dishler
-Node Kludze, Medicaid Specialist/Attorney	-Kilroy Travel Group
-Inkwood Books	-Better Angels
-NJ Citizen Action	-Oaks Integrated Care
- Taxation University with NJ State Library	

High-Attendance Events in 2019 (not mentioned elsewhere):

Event	# of Attendees
Philadelphia Sports: A Conversation	230
Cherry Blossom Festival	140
Meet Elie Honig: CNN Legal Analyst & Cherry Hill East Alumnus	150
Unique Eats & Eateries of Philadelphia	75
Alexander Hamilton: A Man Before His Time	120
Narcissistic Personality Disorder: A Discussion	75
Chasing Cosby: A Discussion with Nicki Weisensee Egan	70
The Geography of Risk: A Discussion with Gilbert Gaul	61
Anxiety: A Discussion with Dr. Marla Cohen	76



Grant Funding

- Literacy Collection Development Grant (\$1,500), NJ State Library
 - o Expanded our ESL collection and used to start the ESL Book Club
- New Jersey Council for the Humanities (NJCH) Action Grant (\$6,000)
 - o Funded One Book, One Cherry Hill in fall 2019
- All of Us Research Program (National Institutes of Health)
 - o National tour stop = \$1,500 funding to CHPL
- NJCH Public Scholars Grant
 - o Subsidizes and provides high-quality educational events for an administrative fee of \$50 (value of \$500)

- Events:
 - The Life and Writing of James Baldwin (June 2019)
 - Reclaiming Our Voice: NJ's Central Role in the Fight for Women's Suffrage (scheduled March 2020)

Other grants submitted:

- ALA Americans and the Holocaust exhibition – submitted
- Romance Writers of America Library Grant – submitted
- Maker Day grant – submitted

The librarians of the Reference & Adult Services Department are a group of dynamic, creative professionals committed to serving the Cherry Hill community through high quality event planning, services, lifelong learning, and a robust collection. We are active and passionate about the wider goals of librarianship and excited about the future of our work at CHPL.

Circulation Department

The Circulation department checks materials in and out, shelves all returned items, issues library cards, manages hold requests, handles issues with fines, and processes all interlibrary loan requests. We provide excellent customer service in person, over the phone and by email. We ended 2019 with **27,879** patrons, an 11% increase from 2018 and welcomed **3,119** new members to our library. We circulated **335,236** library materials and **52,150** electronic materials.

Inter Library Loan

In 2019 the ILL team loaned a total of **2,095** materials (a 27% increase) and borrowed a total of **584** materials from other libraries around the country.

Highlights

- During National Library Week we held a Food for Fines event that forgave **\$185** in fines and collected **263** lbs of food for the Food Bank of South Jersey.

-This Spring we adjusted our hold policy to allow **on shelf holds**. This allows patrons to place holds on items that are currently available and new items that have a cataloging status. Circulation Staff have added to their workload collecting on shelf holds - averaging 35 items a day.

-In June we began accepting Library card applications online; we received 226 applications online.

-September was Library Card Sign-Up month. New members were entered into a raffle to receive various prizes. During this event we welcomed **231** new adults and **96** juvenile members.

Programs

Lunch and a Movie- 12 movies; **479** attendees

Must Watch Documentaries- 12 documentaries; **333** attendees

Oscar Series – 3 days in August we showed 7 of this year’s Oscar nominated movies- **268** attendees

Teen Anime Nite- 10 Months-**122** attendees

Outreach

Circulation staff assisted in large outreach events this year including Maker Day, National Night Out, and Book it 5K. They are also on the staff fund, tech committee and the social media committee.

Youth Services

In 2019 the Youth Services department focused on providing more STEAM programs and opportunities for children to learn creativity, entrepreneurship, and wellness. We reinforced positive relationships with the public schools in Cherry Hill by attending Back to School Nights, Literacy Nights, STEM Nights, Maker Days, and offering in-house programming with Rosa Middle School’s *Little Mentors*. We have also offered more opportunities to get library cards into the hands of students. We continued to strengthen relationships with local preschools with our second annual Early Childhood Education Fair.

Featured Programs & Services:

1,000 Books Before Kindergarten

It was our third year of the *1,000 Books Before Kindergarten* program encouraging early reading to children to increase their vocabulary and reading comprehension before Kindergarten. In 2019 we had 163 new signups for the program. We now have 716 children registered; of those 79 graduated. We had three graduation pizza parties (January 2018, September 2018, and September 2019) and will continue to offer it once annually in September. The party for 2020 will be on Sundays instead of Saturdays so as to allow for those children who might not be able to come on Saturdays for religious reasons.

Teen Volunteer Program

Our teen volunteer program continues to improve based upon feedback from students and parents. Teens can now fill out a paper or online volunteer application and will be invited to quarterly volunteer training sessions to learn to be Shelf Managers, Program Assistants and Program Prep volunteers. Once they are trained they are given access to an online calendar of programs that need volunteers and shelf manager shifts. Teens now have more control over which opportunities they want to utilize. This also helps them to make sure they are completing enough hours for school requirements.

Children’s Space changes

Working with the *Cherry Hill Zone PTA Character Education Committee*, we completed the Character Corner housed in the Juvenile Fiction reading area. Two brochures were produced to assist parents with finding books that build character. We also weeded and shifted the Fiction books to open up much needed space for new series.

Teen Space changes

After much observation and feedback from teens, we began taking measures to help the teens reclaim their space. After changing the wall color in 2018 to a darker, more sophisticated blue, furniture in that space was changed in Spring 2019 to feature tall café tables and stools that would be less appealing to younger children. We added a “laptop bar” for use and charging of devices and more outlets in the booths. We began enforcing an age restriction for the space as soon as the new furniture was installed. The space is now reserved for students in 6 – 12 grades. We also moved around the Y Graphic Novels, Y Manga and K Pop collections for better visibility and space.

Foreign Language for Babies and Children

In 2019 we offered five programs for children who speak or wanted an introduction to a new language. We worked across departments with an Adult Services Librarian to provide *Bilingual Story Time* in English and Mandarin Chinese once a month from January to May. We also worked with a Tech Services staffer to offer story time in Cantonese and English from January to May. We partnered with Administration to secure a French speaker. These story times in French and English are provided all year. Starting in October a Russian speaking YS colleague started Story time in Russian and English.

YS held **45 cross-departmental programs** and collaborated with several departments in the library: Adult Services, Circulation, Technical Services, and Administration.

- Bilingual Story Time: Mandarin *with Adult Services (Jan-May)*
- Bilingual Story Time: Cantonese *with Technical Services (Jan-May)*
- Anime Night *with Circulation*
- Book Match *with Adult Services, Circulation*
- Middle School Chat-n-Chews *with Adult Services*
- Rosa Maker Day *with Adult Services*
- Little Dresses and Britches for Africa *with Administration*
- Trucks! Trucks! Trucks! *with Adult Services*
- Family Fort Night *with Adult Services*
- Stories in the Park *with Outreach and Administration*
- Backyard Bash *with Administration*
- Barton STEM Night *with Adult Services*
- Prepping for the Zombie Apocalypse *with Adult Services*
- Trick or Treat *with Administration, Adult Services, Circulation, Technical Services*
- PiYN: Newscaster *with Administration*
- Noon Year’s Eve *with Administration and Adult Services*

Top Five YS Programs in 2019

<i>Trucks! Trucks! Trucks!</i> 2,500 attendees	<i>Backyard Bash:</i> 2,000 attendees
<i>Trick-or-Treat at the Library,</i> 545 attendees	<i>Mess Fest:</i> 400 attendees
<i>Noon Year's Eve:</i> 220 attendees	

Program Statistics	
Kids' programs (up to grade 5)	517
Attendees	23,440
Teen programs (grades 6-12)	118
Attendees	2,236
School Visits	44
Students	3,357
Summer Reading Participants (ages 0-18)	1,474
Total Books Read	14,132
Reference Questions Answered	20,710

School Outreach

YS completed 44 outreach events where we reached 3,357 individuals. That includes:

- CHPS Parent Resource Fair
- Literacy Nights with the elementary schools
- Caldecott presentations
- Barton STEM Night
- Maker Day at Rosa
- Summer Reading promotional visits to elementary schools
- Chat-n-Chews (middle school)

Presentations, Awards and Accolades!

NJLA Annual Conference, “**Libraries for All: Inclusive Library Services for Children with Disabilities and Their Families,**” – Candace Worrell

Youth Services Forum, “**Non-Traditional Lendable Items**” – Beth Cackowski

Grants Applied For

New Jersey Mini Maker Day Grant – Maker Day to Go kits

Miss Rumphius Award – Pop Up STEM Lab

NJ STEM Month – Leap Into Science Family Workshop

Technical Services

New Orders - Cataloging Stats

Print Books: 7752	OverDrive eBooks: 2095	OverDrive Audiobooks: 654
Music CDs: 293	AudioSpoken CDs: 440	DVDs: 842
Print Serial: 171	Electronic Serial: 63	Databases: 13

*Donated items added to collection – over 1100

Cataloging:

CHPL had a KOHA upgrade 18.11 in December of 2019.

Along with new materials ordered in 2019, Technical Services cataloged donated items given to the library. (Over 1100 items)

We increased the hoopla monthly budget and allowed checkouts to four per patron.

Non-Traditional items, cataloged by Tech Services:

- Bee-Bot (Children’s Dept.)
- Cassette to MP3 converter
- Digital Projector LC350
- ESLs Book Club to go
- Film to Digital converter
- Gardening Kit
- Mobile Scanner by Flip Pal
- Nature Explorer Kits
- Power Bank Portable Charger
- Tool Library

VOLUNTEER SERVICES

Number of Volunteer Hours

Admin Phones: 226.5 hours	Book Room: 1792.75 hours	Book Sale: 63.5 hours
Circulation: 164 hours	ESL: 457 hours	Youth Services: 924.25 hours
Reference (Shelf Reader): 320 hours	Summer Reading (Teens): 829.25 hours	Welcome Desk: 1346 hours
Grand Total: 6,123.25 hours		

Number of Volunteers

Adult Library Volunteers	47
Teen Activity Board Members (TAB)	11
Youth Service Volunteers	54
Summer Reading Volunteers	36
TOTAL AMOUNT of VOLUNTEERS	148

The Independent Sector's Value of Volunteer Time on average is \$25.43 per hour

https://www.independentsector.org/volunteer_time

6,123.25 multiplied by \$25.43 = \$155,714.25 (consider as potential savings)