



PISCATAWAY
public library

ANNUAL REPORT 2010



EXECUTIVE SUMMARY

2010 was a year of transition and change for the Piscataway Public Library.

With the current economic environment the library has striven to run more efficiently and effectively, reviewing which services our residents most need. Despite reduced funding, this was the year that we were able to return Sunday library service at the Kennedy Branch. The library also completed a strategic plan in which there is an increased focus on outreach, technology, downloadable materials including ebooks and audiobooks, and customized services to special populations and the diverse Piscataway community.

One trend in libraries has remained strong, the need for public internet access. 2010 saw record usage of the public computers in both branches. With the generous donation from the Friends of Piscataway Public Library, the Kennedy Branch now offers twice as many public internet computers.

The Piscataway Public Library received positive recognition in 2010. The library was featured in the newspaper for opening on Sundays when many libraries were reducing hours. Another article discussed how the library is providing assistance to job seekers in these difficult financial times. Piscataway Public Library was the focus of an article in School Library Journal for its special needs gaming program. Also, five Piscataway Public Library librarians were asked to speak at the New Jersey Library Association Conference on topics in which they are viewed as leaders in the library community.

Piscataway Public Library will continue to strive to provide the best library service to our community. We would like to thank all the people who support the library, the Township of Piscataway, the Friends of Piscataway Public Library, private donors, the library staff and the Board of Trustees. All of these groups have shown their strong commitment to providing the best library service to our residents.

James K. Keehbler, Library Director

MISSION STATEMENT

- © Piscataway Public Library strives to enrich the lives of the people we serve by being the center of the community; dedicated to providing for the cultural, recreational and informational needs of the public.

Library Budgets

Budget Notes:

•The Friends of the Library supplied \$3,088 for library programs to compliment the \$3,800 in the library budget.

•The Friends of the Library provided \$5,432 for printing of the library newsletter.

•The Friends of the Library supplied \$9,802 for the purchase of additional children's books.

•Sunday hours returned in February 2010.

•Reduced spending on print subscriptions by 50% based on usage statistics and cost.

•Reduced staff costs by 13%, despite increases in health care premiums.

The library has moved from a Fiscal Year Budget to a Calendar Year Budget. As a result, from July 1, 2010 to December 31, 2010, the library operated on the 6 month Transition Budget.

DESCRIPTION	SFY 2009	SFY 2010	Transition
	Jul 1 – Jun 30 2009	Jul 1 –Jun 30 2010	Jul 1 - Dec 31 2010
Postage	\$ 2,700.00	\$ 2,700.00	\$ 1,300.00
Printing & Binding	\$ -	\$ -	
Building Maintenance	\$ 23,475.00	\$ 21,100.00	\$ 8,000.00
Vehicle Repair & Maintenance	\$ 300.00	\$ 300.00	\$ 150.00
Equipment Repair & Maintenance	\$ 7,450.00	\$ 4,600.00	\$ 1,000.00
Prof. & Consulting Services	\$ 5,200.00	\$ 5,200.00	\$ 750.00
Books	\$ 106,000.00	\$ 106,000.00	\$ 47,500.00
Janitorial Supplies	\$ 3,700.00	\$ 3,700.00	\$ 2,000.00
Library Supplies/Office Supplies	\$ 21,973.00	\$ 16,000.00	\$ 6,000.00
Conferences & Meetings	\$ -	\$ -	
Education & Training	\$ 2,800.00	\$ 2,800.00	\$ 400.00
Professional Assoc. Dues	\$ 7,890.00	\$ 6,800.00	\$ 6,320.00
Travel	\$ 2,400.00	\$ 2,400.00	\$ 800.00
Honors & Awards	\$ 800.00	\$ 800.00	\$ 700.00
Equipment & Furniture	\$ 1,145.00	\$ 1,145.00	\$ 500.00
Plumbing, A/C, Heating	\$ 7,000.00	\$ 7,000.00	\$ 3,350.00
Data Processing Equipment	\$ 9,325.00	\$ 9,354.00	\$ 4,500.00
Electricity	\$ 107,000.00	\$ 120,000.00	\$ 60,000.00
Water	\$ 7,000.00	\$ 7,000.00	\$ 4,700.00
Telephone	\$ 12,600.00	\$ 12,500.00	\$ 6,000.00
Bookmobile Cell Phone	\$ -	\$ -	
Gas - Heating	\$ 19,000.00	\$ 26,000.00	\$ 8,000.00
Periodicals	\$ 26,000.00	\$ 13,000.00	\$ 1,200.00
Non Print - Technology	\$ 2,000.00	\$ 2,000.00	\$ 500.00
Non Print - Adult	\$ 30,000.00	\$ 37,000.00	\$ 20,625.00
Non Print - Juv	\$ 10,000.00	\$ 12,500.00	\$ 4,650.00
Adult/YA Programs	\$ 1,300.00	\$ 1,300.00	\$ 650.00
Juv Programs	\$ 2,500.00	\$ 2,500.00	\$ 1,550.00
Admin Programs	\$ 500.00	\$ 275.00	\$ 150.00
Library Automation	\$ 84,900.00	\$ 86,298.00	\$ 79,719.50
Operating Subtotal	\$ 504,958.00	\$ 510,272.00	\$ 271,014.50
Medical Insurance	\$ 325,136.20	\$ 307,815.00	\$ 143,552.00
Medical Exams	\$ -	\$ -	
Social Security	\$ 129,900.82	\$ 114,051.00	\$ 53,513.50
Salary & Wages	\$ 1,698,048.91	\$ 1,483,670.00	\$ 724,237.00
Personnel Subtotal	\$ 2,153,085.93	\$ 1,905,536.00	\$ 921,302.50
Total Funding	\$ 2,658,043.93	\$ 2,415,808.00	\$ 1,192,317.00

MATERIALS CHECKED OUT HIGHLIGHTS

Print Collection	2009	2010	Difference
Biography	2,246	2,296	+2.23 %
Career	387	448	+15.76 %
English as a Second Language (ESL)	795	830	+4.4 %
Graphic Novels	1,631	2,041	+25.14 %
Gujarati	2,587	2,661	+2.86 %
Large Print (LP)	3,342	4,634	+38.66 %

Downloadable Materials	2009	2010	Increase
eAudio Books	1466	2434	+66.03%
eBooks	N/A*	355	N/A*

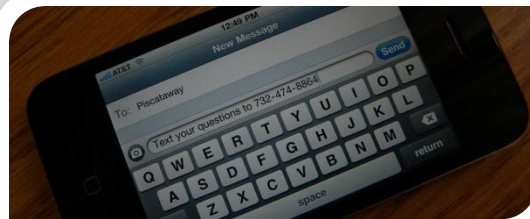
* eBooks were added to ListenNJ in 2010

MOST POPULAR BOOKS 2010

Titles	Author
I ALEX CROSS L	Patterson, James
PROFESSIONAL	Parker, Robert B.
SIZZLE	Garwood, Julie
BIG GIRL	Steel, Danielle
DEEPER THAN THE DEAD	Hoag, Tami
WORST CASE	Patterson, James
TRUE BLUE	Baldacci, David
U IS FOR UNDERTOW	Grafton, Sue
GAME OVER	Michaels, Fern
DECEPTION	Kellerman, Jonathan

Children's Titles	Author
START SAVING HENRY	Carlson, Nancy L.
ARTHURS READING TRICK	Brown, Marc Tolon
OFFICER SPENCE MAKES NO SENSE	Gutman, Dan
ZERO IS THE LEAVES ON THE TREE	Franco, Betsy
CHICKEN SOUP	Van Leeuwen, Jean
HAVE YOU EVER SEEN A DUCK IN A RAINCOAT	Kaner, Etta
DUCK DUCK MOOSE	Horowitz, Dave
YUMMY EIGHT FAVORITE FAIRY TALES	Cousins, Lucy
YOUNG CAM JANSEN AND THE MOLLY SHOE MYSTERY	Adler, David A.
I SPY FLY GUY	Arnold, Tedd

TECHNOLOGY UPDATES



- ⊙ Upgraded to cable internet from shared T1.
- ⊙ Created a new public computing area in Kennedy Branch, doubling number of public computers.
- ⊙ The Friends of the Library purchased the computer tables and chairs for Kennedy Branch.
- ⊙ In an effort to expand the ways that Piscataway residents can contact their library, a **Text-a-Question** service was launched in October 2010. To use this service, patrons simply send a text message to the number 732-474-8864. Librarians will receive the questions during all hours of operation and respond quickly, often in a matter of minutes. Use of this service has been steadily increasing over the past few months, and we expect usage to continue to grow in 2011

PUBLIC COMPUTER USAGE

Public computer usage increased at both branches in 2010. The library also increased the number of seating locations with access to electricity for laptops and mobile devices. The library also upgraded the wireless network for greater speed and range.

2010	# of Logins	% Change from 2009	Total Hours	% Change from 2009	# of Sessions	% Change from 2009
Kennedy Branch	14,969	+7.99%	23,783	+5.83%	52,339	+8.67%
Westergard Branch	10,835	+1.31%	19,423	+3%	39,195	+4.21%

2010 WEBSITE STATISTICS

- ◎ 211,187 visits to website
- ◎ 395,333 website page views
- ◎ 118,059 unique visitors
- ◎ Top five most popular pages
 - ◎ Library Hours
 - ◎ Kids Kapers
 - ◎ Research Tools
 - ◎ Events Calendar
 - ◎ Meeting Room Calendar
- ◎ 404 subscriptions to Piscataway Public Library E-newsletter
- ◎ 324 subscriptions to Kids Kapers E-newsletter

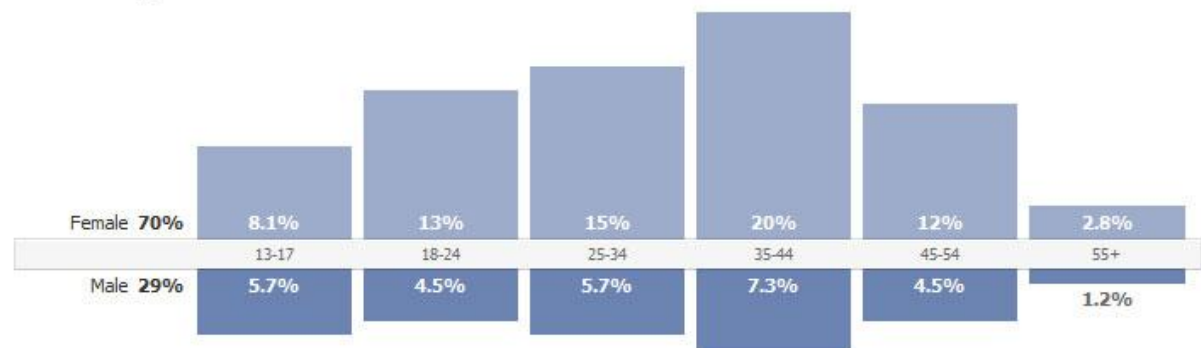


SOCIAL MEDIA -- FACEBOOK

Facebook	2009	2010	Increase
Likes (Fans)	133	247	85.71 %

Demographics

Gender and Age?



SOCIAL MEDIA -- TWITTER

Twitter	2009	2010	Increase
Tweets (Posts)	N/A	288	N/A
Followers (Fans)	N/A	125	N/A
Listed	N/A	7	N/A

Piscataway Library
@pisclib Piscataway, NJ
<http://www.piscatawaylibrary.org>

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Timeline Favorites Following Followers Lists

pisclib Piscataway Library
 We asked kids what they liked most about winter. Visit our blog to read their responses! <http://fb.me/PPv31DQQ>
 17 Jan

pisclib Piscataway Library
 Have an e-reader? ListenNJ offers free ebooks to download with many compatible devices (Nook, Ipad, etc). Place...
<http://fb.me/MHA3dvCR>
 14 Jan ☆ Favorite ↻ Reply 🗑 Delete

About @pisclib
288 Tweets **84** Following **125** Followers **7** Listed

Following **84** Followers **125**

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WESTERGARD BRANCH

In late 2009 the Piscataway Public Library reorganized. Some positions were eliminated and one new position, Branch Manager/Outreach Librarian, was created. The creation of the position was in recognition of the vibrancy and popularity of the Westergard Branch.

As result of the work of the Branch Manager and the Westergard staff, there were 90 programs for Young Adults and Adults at the Westergard Branch in 2010. In the previous year, there had been just 28 programs. Attendance for the programs was over 1,100 in 2010.



2010	Programs	Attendance
Adult Programs	43	355
Young Adult Programs	47	748

WESTERGARD BRANCH

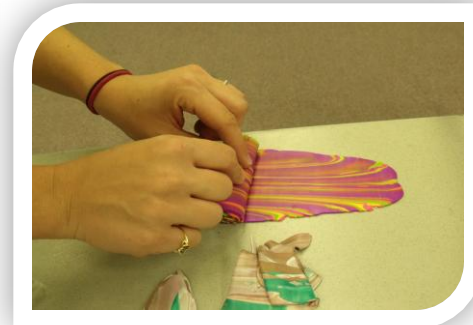
	2009	2010
Visitors	162,078	184,764
Items Circulated	141,821	137,062
Public Computer Logins	37,613	39,915
Public Computer Usage	18,858 Hours	19,423 Hours



The sign outside the Westergard Branch was replaced thanks to a generous donation.

ADULT AND YOUNG ADULT SERVICES

- 203 Adult and Young Adult library programs were held at the Kennedy Branch in 2010. Attendance for the programs was over 3,000 people.
- In 2010, the library collected Piscataway oral histories for the *I Remember Piscataway Project*. The oral histories are now available on the library website.
- The library started an *Appointment with a Librarian Service* and a text reference service.
- The Library Players presented “The Princess and the Pea. The teens practice throughout the summer to present two shows at the library. This year over 200 people attended the showings.
- On June 23rd, the library hosted a World Cup Family Event for the United States versus Algeria World Cup Game. The entire Sky Blue FC team was in attendance for the event, including members of the United States Women’s National Team. At half time, the attendees were able to interact with the players, get autographs and photos. There were approximately 100 people in the meeting room for the event. The last minute win by the United States was celebrated by all attendees.





ADULT AND YOUNG ADULT SERVICES OUTREACH

- ⊙ Traveled to the Piscataway Schools to booktalk to 24 classes, reaching over 1000 students.
- ⊙ Presented a booktalk to Piscataway Seniors.
- ⊙ Participated in the Senior Health Fair at Sterling Village.
- ⊙ Participated in Quibbletown's Career Day.
- ⊙ Delivered materials to homebound patrons.
- ⊙ Promoted library service outside local supermarket and at Piscataway Fair.

CHILDREN'S SERVICES PROGRAMS

Number of Programs	2009	2010
Kennedy Branch	131	134
Westergard Branch	62	110
Outreach	87	136
Total	280	380

Program Attendance	
In-house programs	7,752
Outreach programs	4,262
Total 2010	12,014
Total 2009	11,408

OUTREACH TO PRESCHOOLS

- ◎ Children's Services staff visited area nursery schools and day care centers in 2010, presenting story times to 1,015 young children in the spring and 1,007 in the fall.
- ◎ The library also continued the Preschool Outreach Book Delivery to nursery schools and day care centers.
- ◎ PEEP, the schools' special needs preschool program, visited the Westergard Branch where 30 parents, children and staff attended a story time, received library cards and checked out books.

OUTREACH TO PRIVATE SCHOOLS

- © In February 2010, 126 children from 4 private schools participated in the Festival of Song. The students first sang four different multicultural songs. This was followed by a final song they sang in unison. The event was the culminating event of the INFOLINK Diversity Grant.
- © This diversity initiative was expanded to include the delivery of books on special subjects to the private schools as well as scheduling class visits to the library.



OUTREACH TO PUBLIC SCHOOLS

- ◎ Children's Services staff presented the annual puppet shows to 668 first graders in 2010.
- ◎ The Children's Department continued its partnership with Piscataway Senior Citizens and Piscataway fifth graders, some with special needs, from Martin Luther King School in the Senior Reading Buddies program. This program matches up a senior citizen with a student for activities which culminates in a self published book written and illustrated by the student. The books are cataloged and added to the library collection.
- ◎ The library continued delivery of kits of books to the schools' aftercare centers.
- ◎ 166 second graders from the Eisenhower Elementary School walked to Westergard for a story time and tour.
- ◎ The Children's Services Staff presented programs and issued new library cards to 863 fourth and fifth grade students from the Arbor and King Schools.

GAMING AT THE LIBRARY

- ◎ On November 13th, the library hosted a National Gaming Day program at the Kennedy Branch. Approximately 75 adults and children attended the event, where they played video games and board games throughout the afternoon. The event was featured in an article in the Courier News.
- ◎ 444 kids participated in the Chess Club in 2010 for an average of 18 kids at each of the 25 sessions.
- ◎ In September 2010, the library hosted a Retro Gaming Day. Over 30 people came together in the Kennedy Branch meeting room to play games on older video game systems.
- ◎ The library hosted its first *Library After Hours* event on Friday, December 12th, from 6pm to 8:30pm. Teens were able to play Halo and foosball in the library meeting room and enjoy pizza and beverages.



HELPING THE COMMUNITY IN NEED

- ◎ The library hosted quarterly blood drives sponsored by New Jersey Blood Services. Over 140 pints of blood were raised in 2010. Each pint of blood can save up to three lives.
- ◎ Each branch of the Piscataway Library has an ongoing food drive through M.C.F.O.O.D.S. (Middlesex County Food Organization and Outreach Services). From September through December of 2010, Piscataway Public Library collected approximately 2,500 lbs of food and hygiene products.
- ◎ In 2010, the library began a program of home delivery of library materials to homebound residents.



SPECIAL POPULATIONS

- ◎ Piscataway Public Library was awarded the ALA grant, “The American Dream Starts @ Your Library,” for \$5000. This grant has enabled the library to offer bi-weekly citizenship classes from September 2010 to June 2011.
- ◎ The library began offering Gaming for Children with Special Needs in May 2010. The program has been very well-received and the library has teen volunteers to help with the program, the only one of its kind in libraries in the area. 133 people participated in the program, for an average of 17 people in each of the 8 sessions. School Library Journal Article Coverage: <http://tinyurl.com/322cuyl>
- ◎ Kate Baker was named Piscataway Public Library’s Special Populations Librarian. Ms. Baker also won the 2010 Libraries of Middlesex Employee of the Year award for her work with special populations.

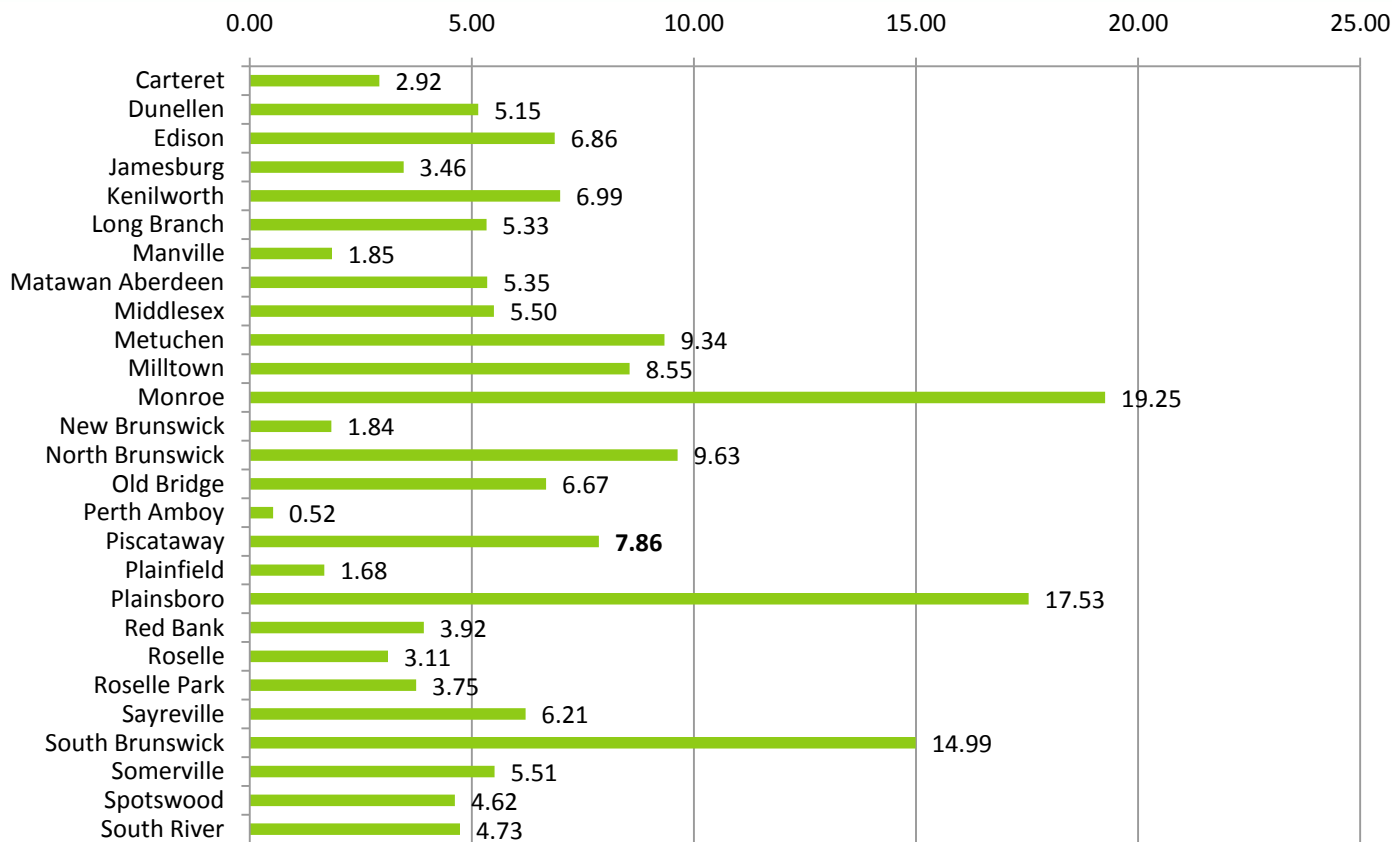


VOLUNTEERS

- ◎ In Children's Services nineteen volunteers donated 156 hours at Kennedy Library during the school year. Ninety seven junior library volunteers, 53 at Kennedy and 44 at Westergard, helped the library run the Summer Reading Club, donating 1,447 hours to the library this summer.
- ◎ Adult volunteers and high school students donated 1,644 hours at the Piscataway Public Library in 2010. In 2009, the adult and high school student volunteer hours were less than a third of those in 2010.
- ◎ 764 hours were completed by SAIL Volunteers in cooperation with the Piscataway School District.
- ◎ The library also benefitted from nearly 100 hours of volunteer time from Rutgers Library School students.

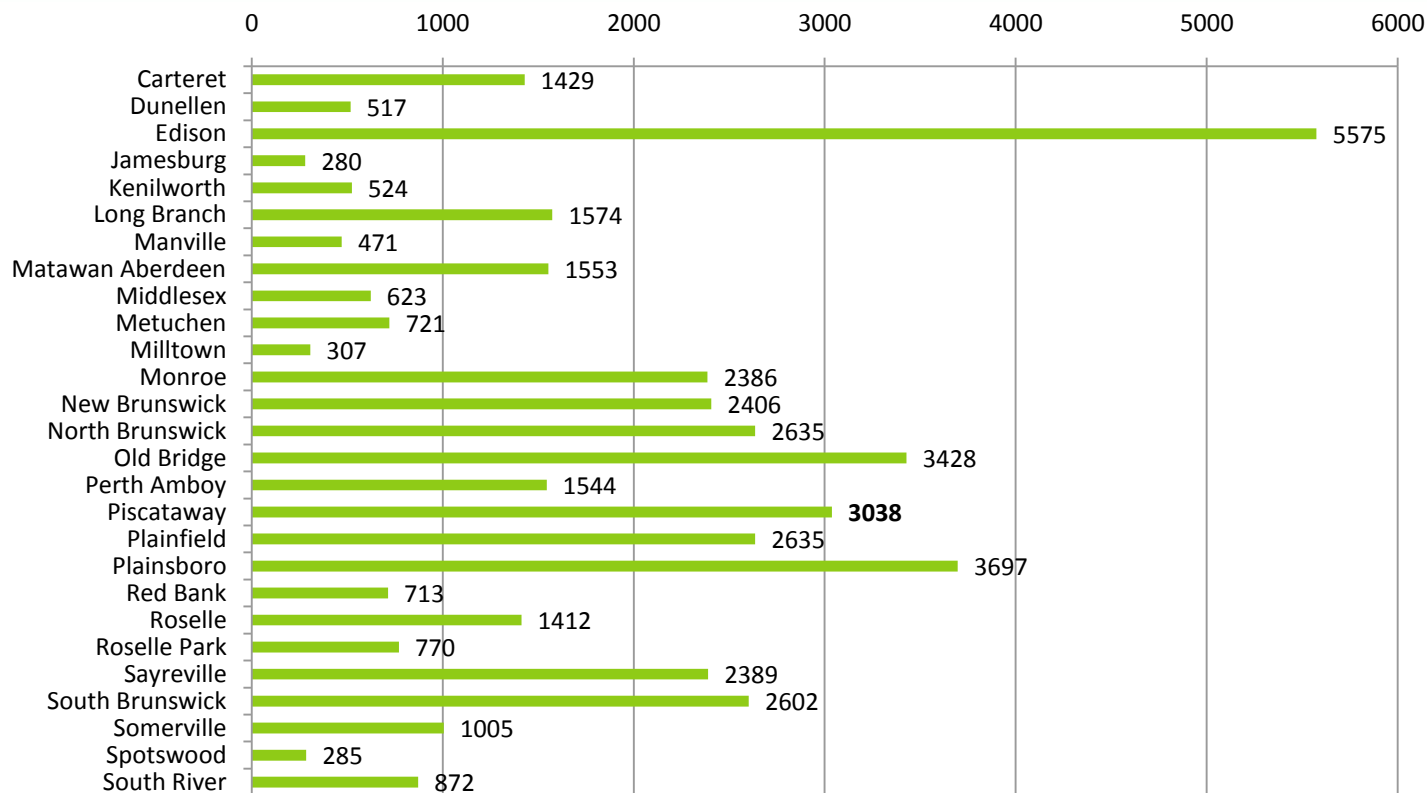
COMPARATIVE STATISTICS

Circulation Per Capita 2010



COMPARATIVE STATISTICS

New User Library Cards -- 2010



COMPARATIVE STATISTICS

•These numbers do not reflect the following library users who only:

- use the public computers
- use the meeting rooms
- attend library programs
- use the wireless network

•The numbers solely reflect the number of card holders who have checked out at least one item in the three year period.

Piscataway Library Card Profile	Checked out materials in last 3 years
Residents Adult	12,376
Residents Juvenile	4,888
Non Residents	1,046
Total	18,310

This chart to the right displays the number of unique library card holders who have checked out materials from a Libraries of Middlesex Automation Consortium library in the last three years. (From January 1, 2008 to December 31, 2010)

Library	Patrons	Population
Carteret	8413	20709
Dunellen	2526	6823
Edison	28642	97687
Jamesburg	1485	6025
Kenilworth	2826	7675
Long Branch	8074	31340
Manville	2297	10343
Matawan Aberdeen	6901	26364
Middlesex	3884	13717
Metuchen	4478	12840
Milltown	2165	7000
Monroe	17009	27999
New Brunswick	11565	48573
North Brunswick	12958	36287
Old Bridge	21875	60456
Perth Amboy	7276	47303
Piscataway	18310	50482
Plainfield	12841	47829
Plainsboro	11453	20215
Red Bank	3105	11844
Roselle	6174	21274
Roselle Park	3408	13281
Sayreville	13894	40377
South Brunswick	16021	37734
Somerville	5446	12423
Spotswood	1957	7880
South River	4015	15322

COMPARATIVE STATISTICS

Total Materials Expenditures Per Capita – 2009

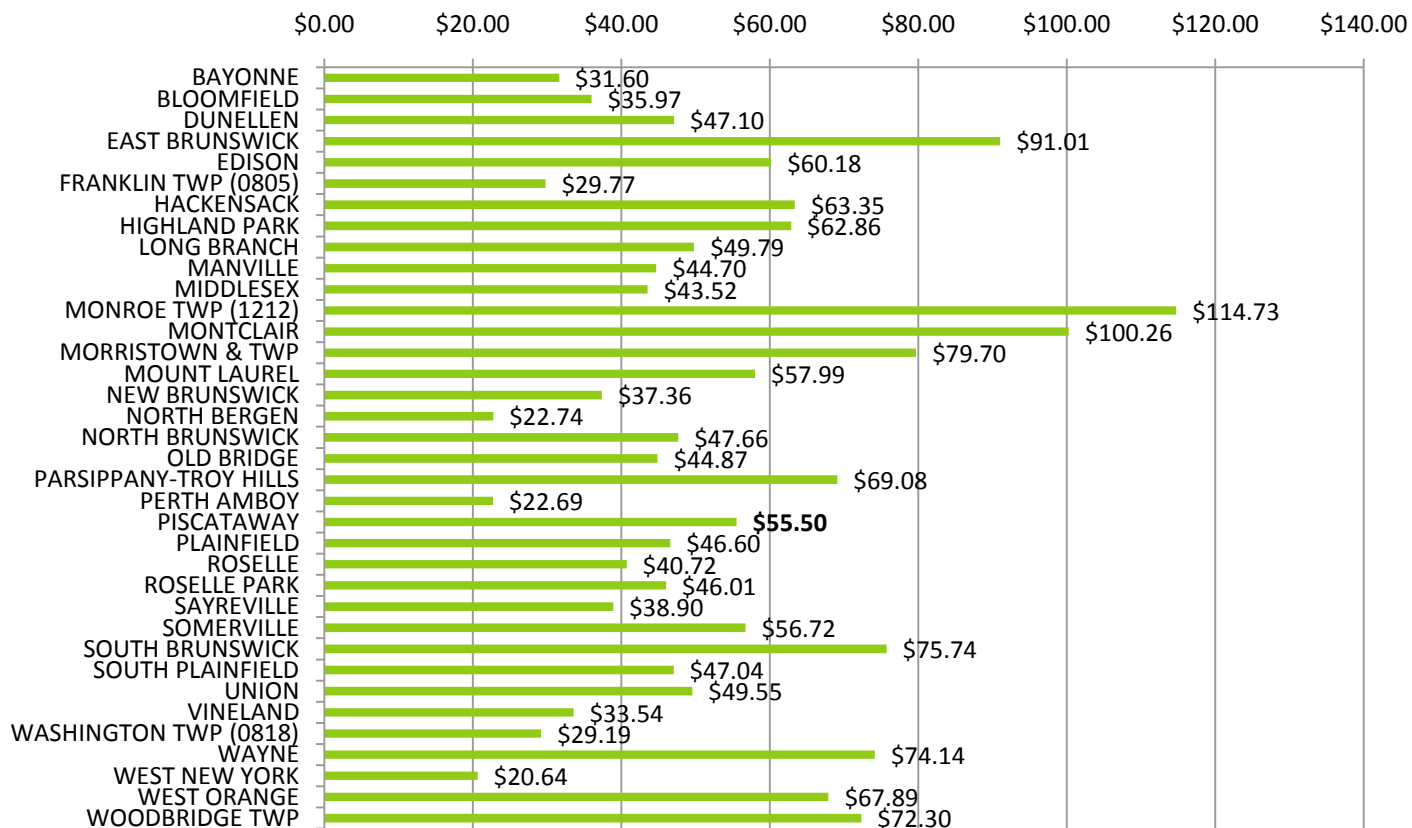
Piscataway 2010: 3.02



COMPARATIVE STATISTICS

Piscataway 2010: \$49.29

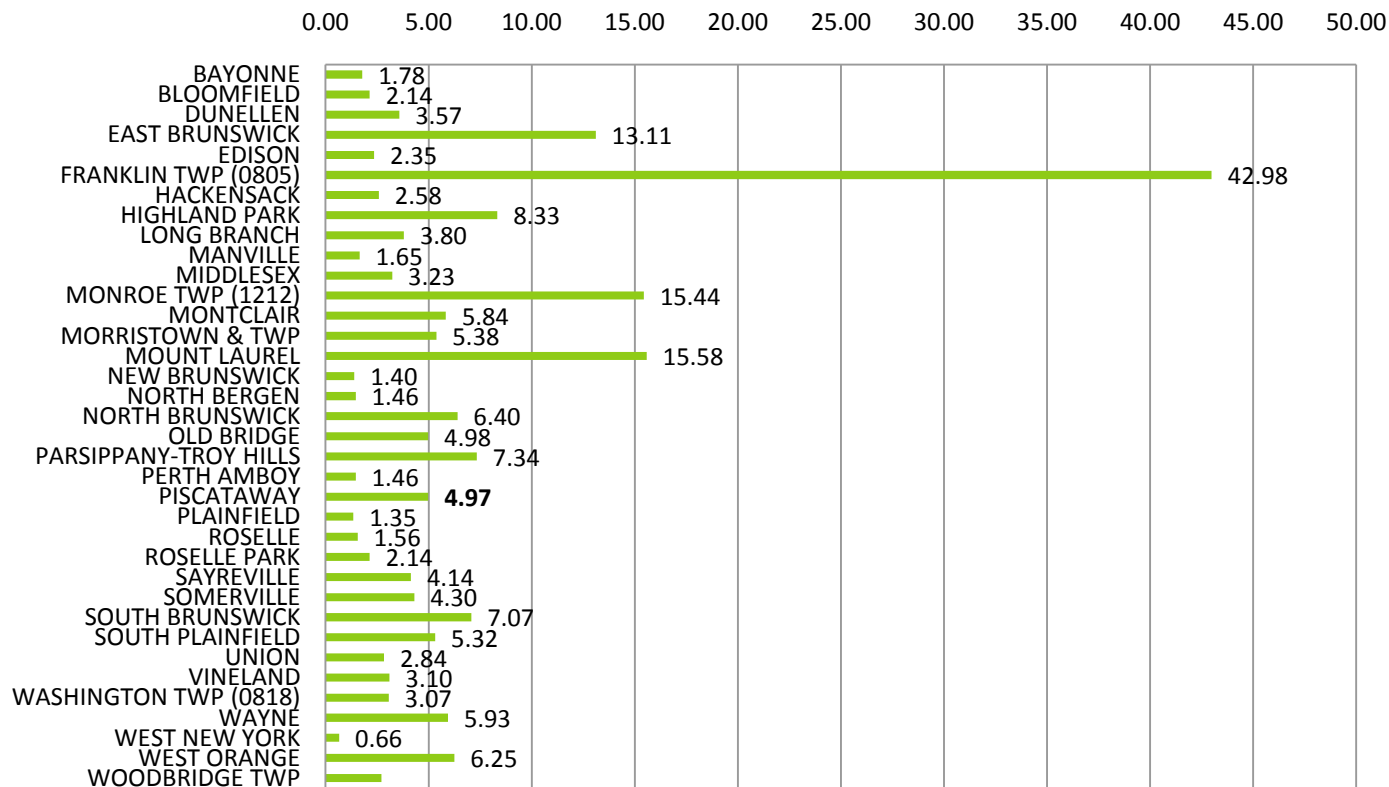
Total Operating Costs Per Capita – 2009



COMPARATIVE STATISTICS

Adult Circulation Per Capita -- 2009

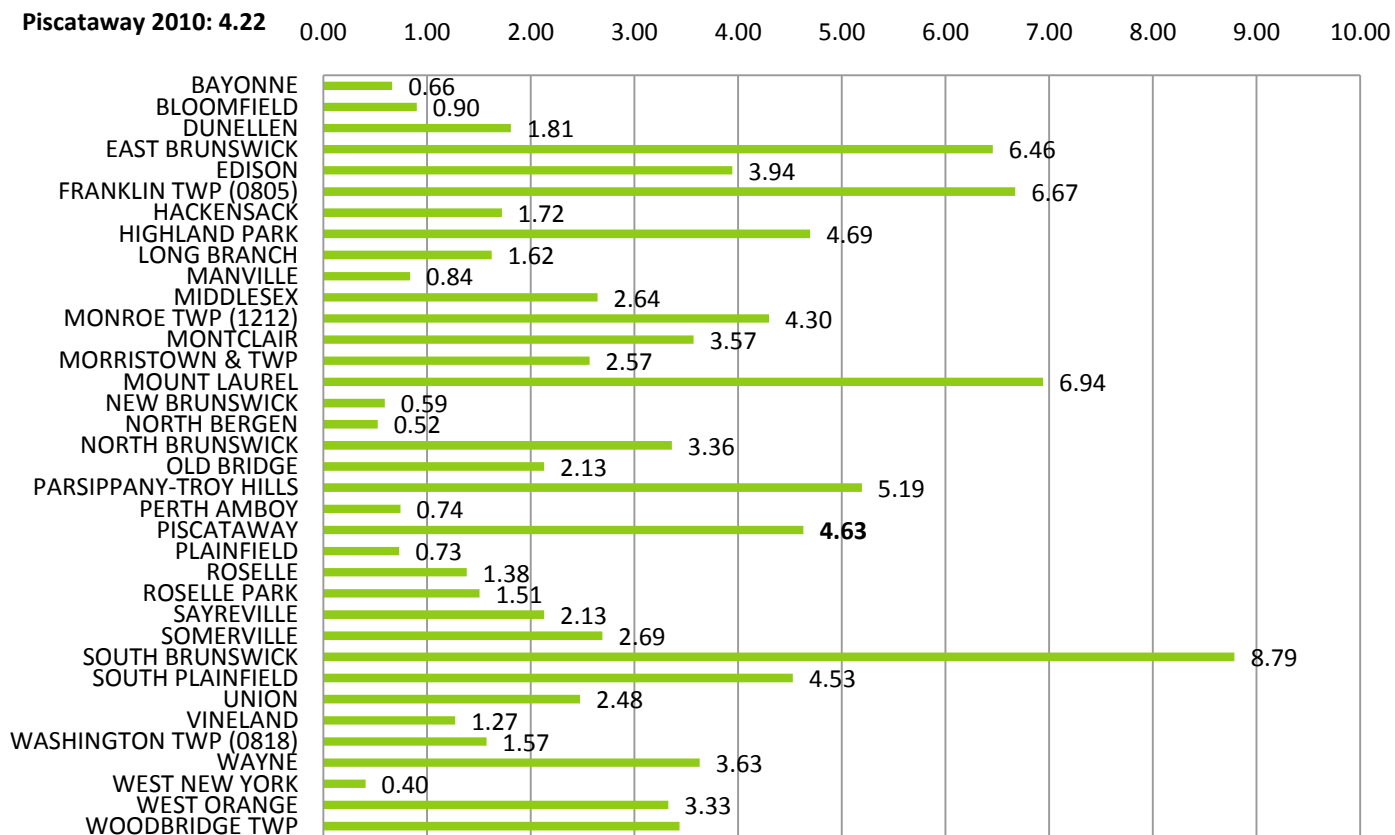
Piscataway 2010: 3.66 *



* Piscataway Public Library began charging for entertainment DVD's the second half of 2009

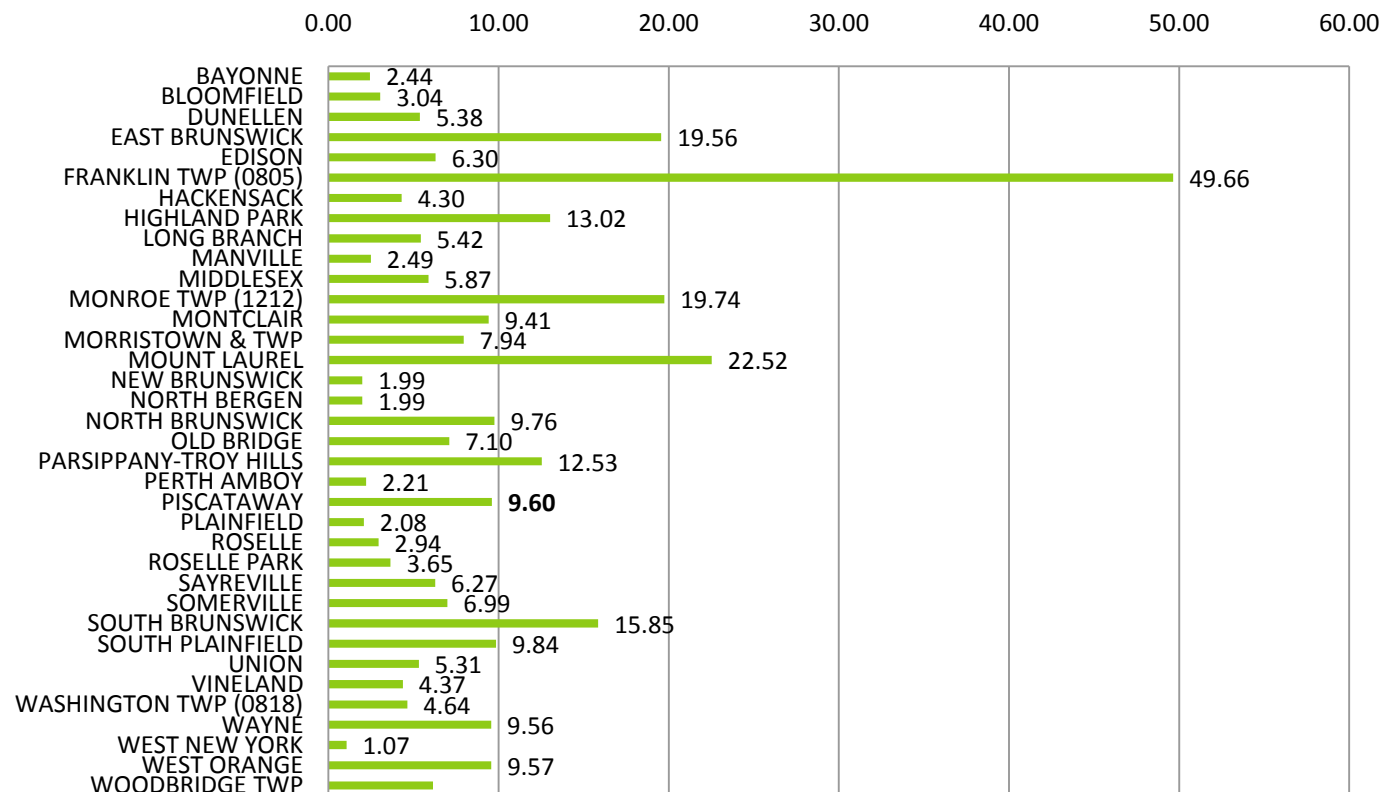
COMPARATIVE STATISTICS

Children's Circulation Per Capita -- 2009



COMPARATIVE STATISTICS

Piscataway 2010: 7.92 * Item Circulation Per Capita -- 2009

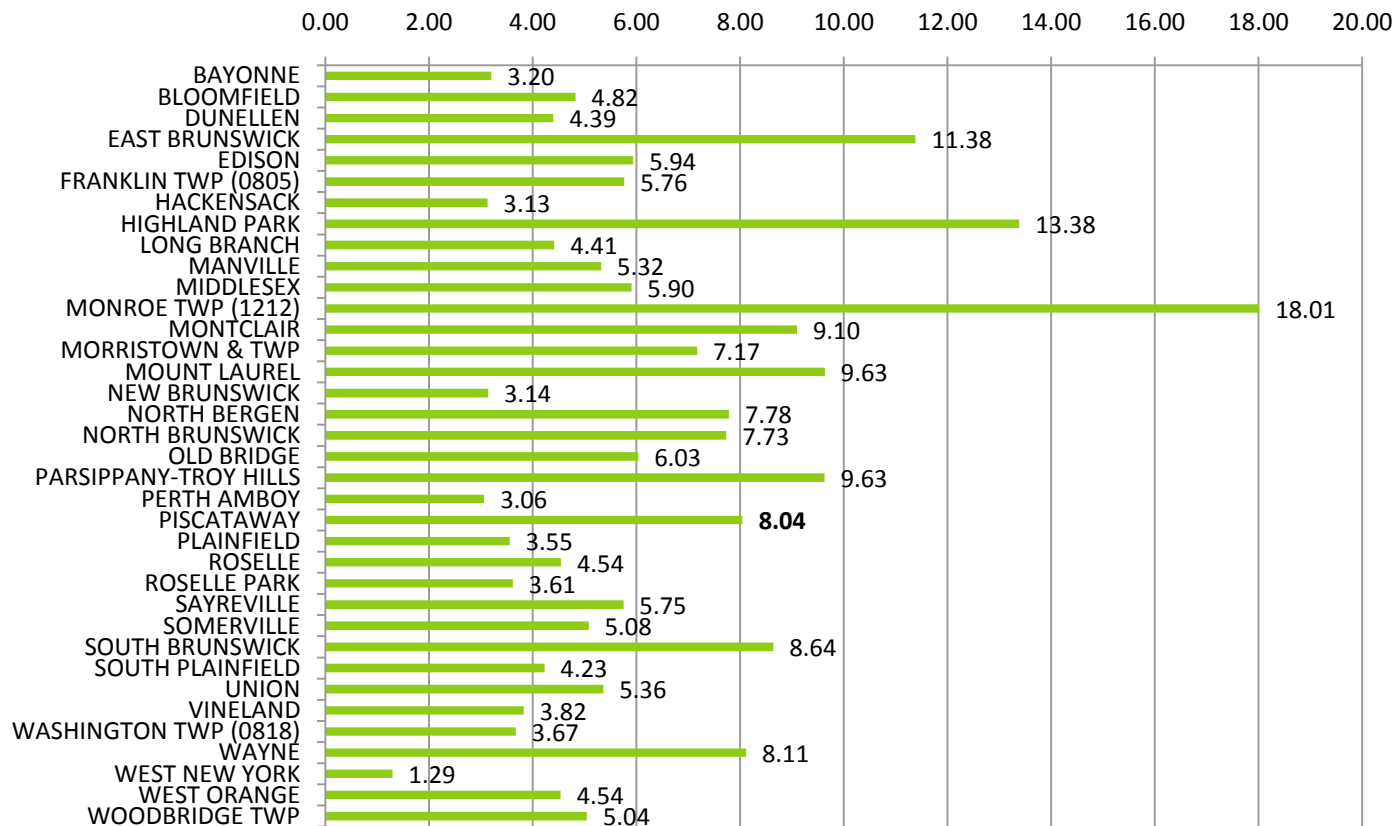


* Piscataway Public Library began charging for entertainment DVD's the second half of 2009

COMPARATIVE STATISTICS

Piscataway 2010: 7.89

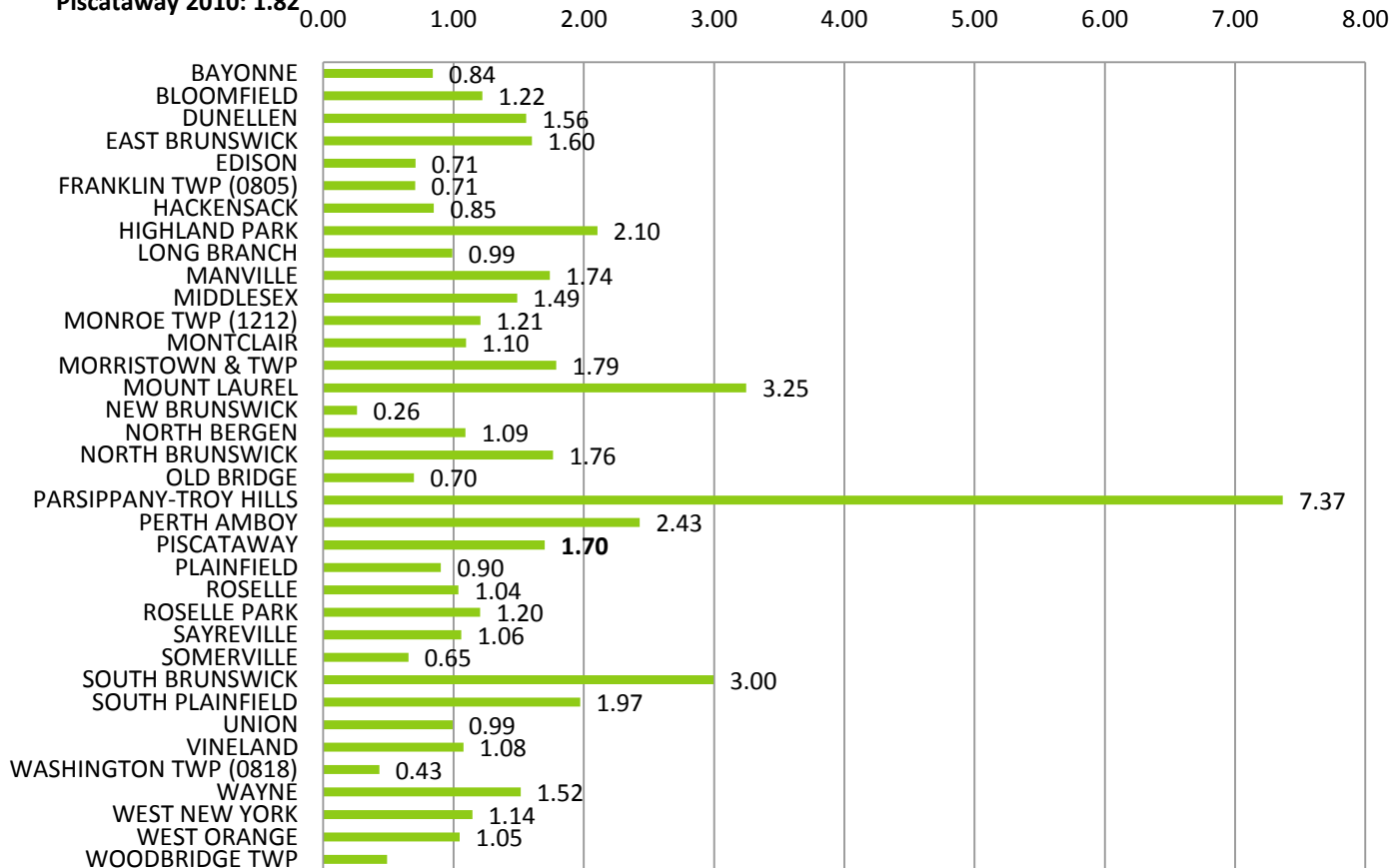
Library Visits Per Capita -- 2009



COMPARATIVE STATISTICS

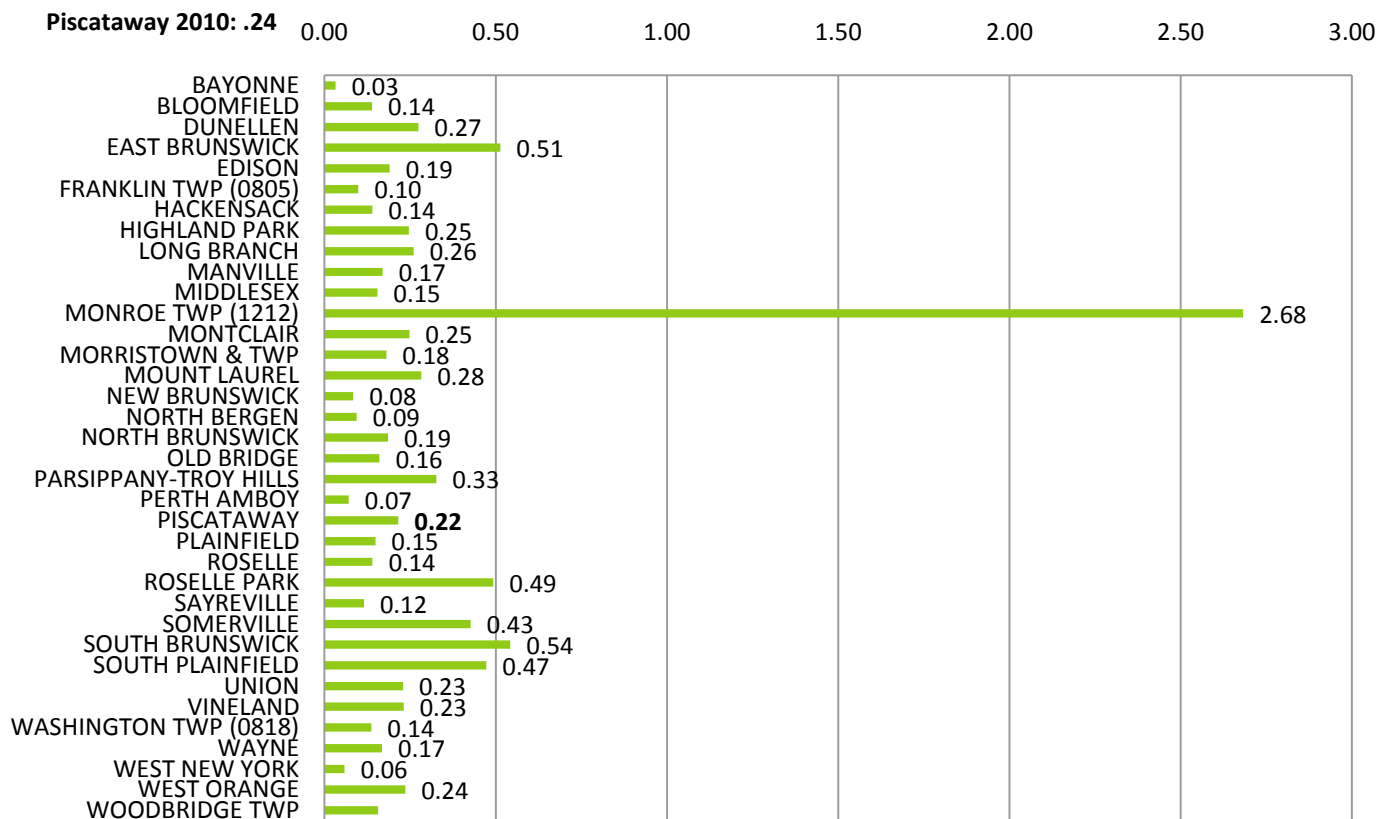
Public Internet Users Per Capita -- 2009

Piscataway 2010: 1.82



COMPARATIVE STATISTICS

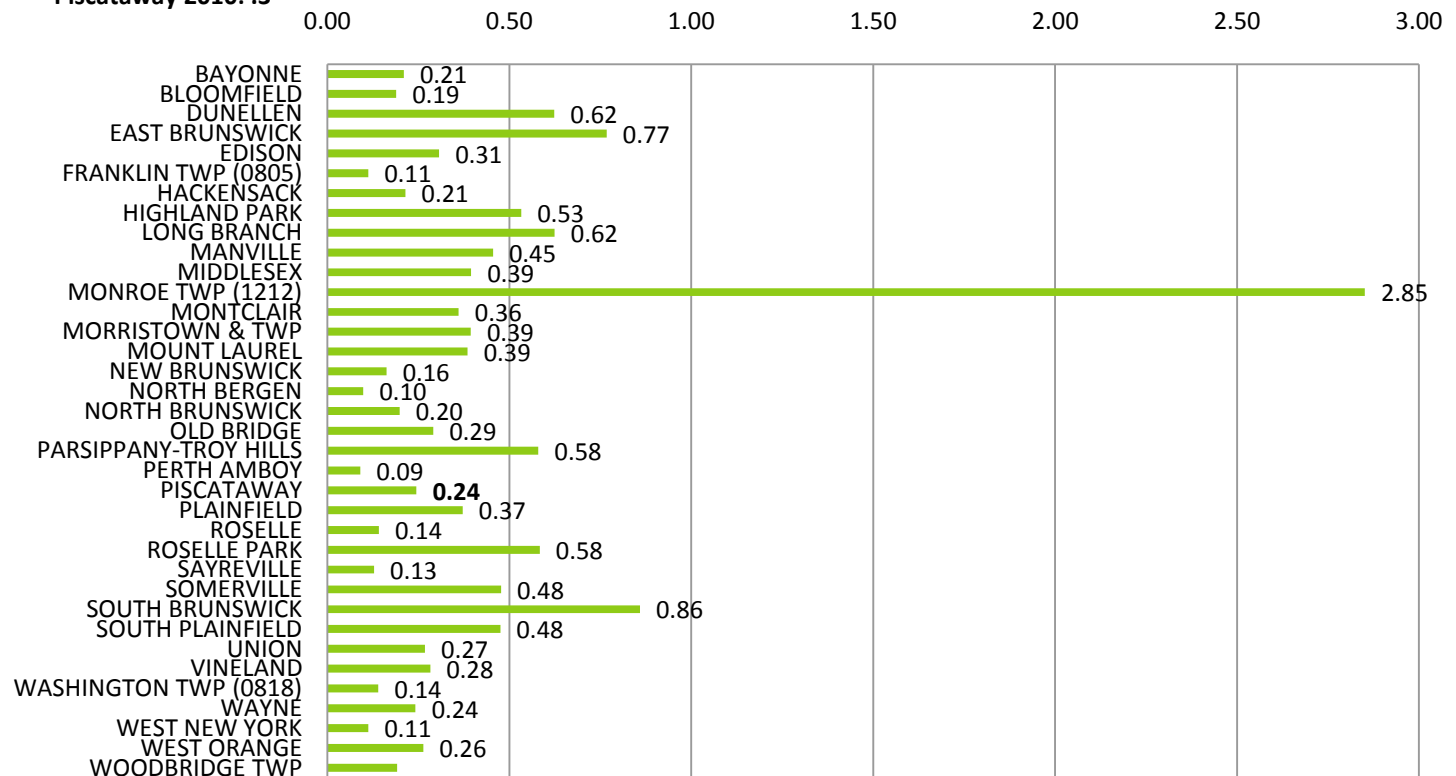
Children's Program Attendance Per Capita -- 2009



COMPARATIVE STATISTICS

Program Attendance Per Capita -- 2009

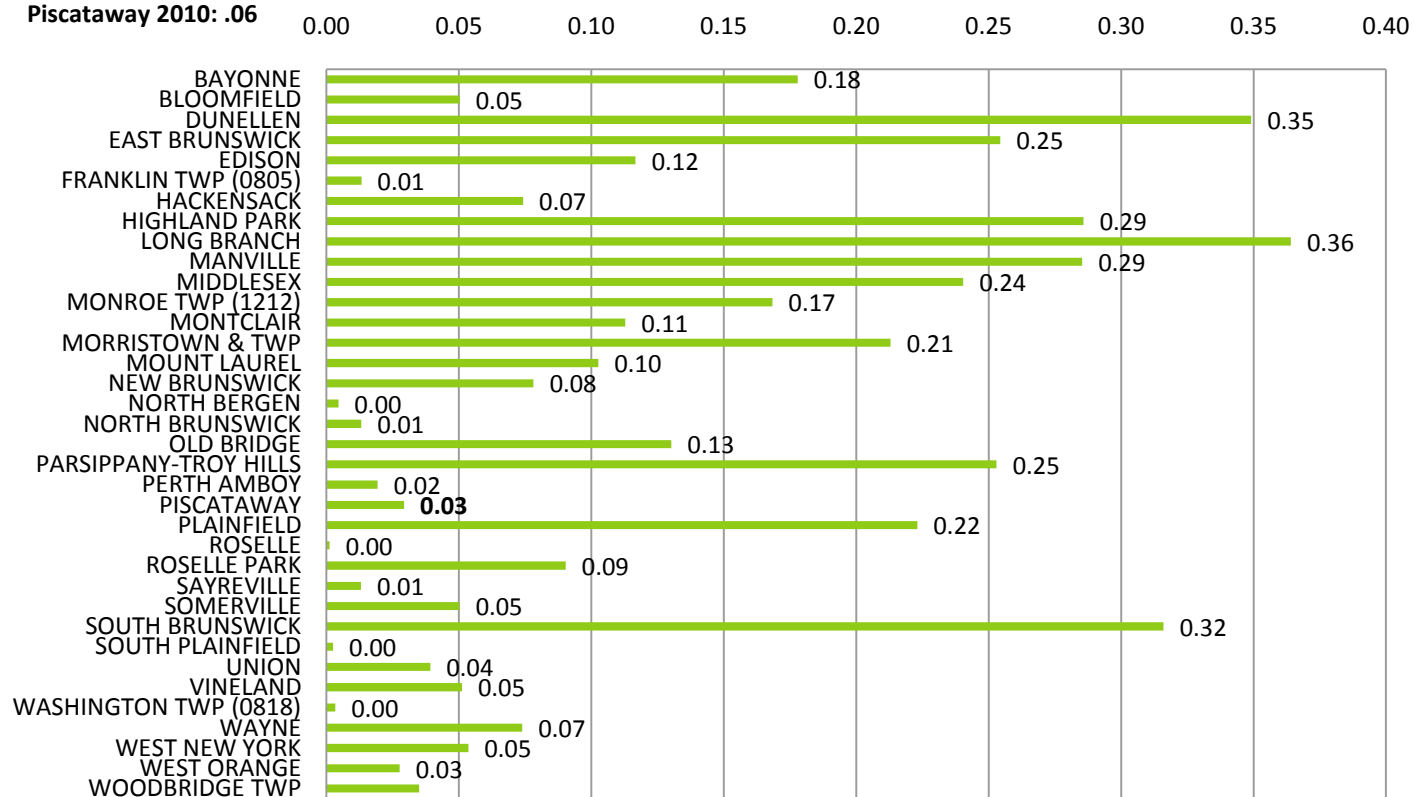
Piscataway 2010: .3



COMPARATIVE STATISTICS

Adult Program Attendance Per Capita -- 2009

Piscataway 2010: .06



COMPARATIVE STATISTICS

Salary and Wages Per Capita -- 2009

Piscataway 2010: \$28.57



2011 GOALS

- ⊙ Outreach to students in Kindergarten through Grade 3 schools, currently without school librarians.
- ⊙ Library survey of library users and non-users.
- ⊙ Provide library cards for all Piscataway 1st graders.
- ⊙ The Sandbox Blog <http://pplkids.wordpress.com/>
- ⊙ Host a Cultural Mosaic event to celebrate Piscataway's diversity.
- ⊙ Continue progress on 2011-2013 Strategic Report.
- ⊙ Provide Public Fax Service.