



PISCATAWAY
public library

Annual Report 2011

Executive Summary

2011 was a year of excitement and growth for the Piscataway Public Library.

Sunday hours were continued, and we were able to add Saturday service at the Westergard Branch during the summer months. The Westergard Branch was the focus of two major projects, the renovation of the meeting room and the creation of the new Job Training and Teen Space which adds approximately 1,000 square feet to the busy branch. The library hired its first librarian focused on expanding library service to Generation X and Y.

Public computer usage continued to grow at both branches. The new public space at the Westergard Branch will increase the number of public computers available at the branch by 50%. The library was also included in a Broadband Technology Opportunities Program (BTOP) grant that provided expanded computer training opportunities for job seekers with instructors from Middlesex County Library.

The library has increased its focus on downloadable ebooks as usage increased 50% in 2011 from 2010. In September the addition of Kindle compatible downloads made this service even more popular. The library has also started to lend video games as well as electric usage meters.

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 continued to demonstrate 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 \$10,421 for library programs to compliment the funding in the library budget.
- The Friends of the Library provided \$6,149 for printing of the library newsletter. The Friends also supplied \$15,992 for books in 2011.
- The Friends of the Library supplied nearly \$34,000 for renovations to the Westergard Branch.
- Sunday hours continued and Saturday hours at the Westergard Branch in July and August were introduced.
- Reduced spending on reference materials allowed increased spending on fiction and nonfiction materials. Fiction circulation increased 12% in 2011.
- Library funding was reduced by 5.5% between SFY 2010 and CY 2011. Piscataway transitioned from a Fiscal Year Budget to a Calendar Year Budget.
- Library Automation for CY 2011 represents half the annual cost due to the budget transition from the fiscal year.

DESCRIPTION	SFY 2010	CY 2011
Postage	\$ 2,700.00	\$ 2,500.00
Printing & Binding	\$ -	\$ -
Building Maintenance	\$ 21,100.00	\$ 21,500.00
Vehicle Repair & Maintenance	\$ 300.00	\$ 300.00
Equipment Repair & Maintenance	\$ 4,600.00	\$ 2,600.00
Prof. & Consulting Services	\$ 5,200.00	\$ 4,750.00
Books	\$ 106,000.00	\$ 100,000.00
Janitorial Supplies	\$ 3,700.00	\$ 4,000.00
Library Supplies/Office Supplies	\$ 16,000.00	\$ 15,600.00
Conferences & Meetings	\$ -	\$ -
Education & Training	\$ 2,800.00	\$ 2,800.00
Professional Assoc. Dues	\$ 6,800.00	\$ 7,000.00
Travel	\$ 2,400.00	\$ 1,800.00
Honors & Awards	\$ 800.00	\$ 700.00
Equipment & Furniture	\$ 1,145.00	\$ 1,145.00
Plumbing, A/C, Heating	\$ 7,000.00	\$ 7,400.00
Data Processing Equipment	\$ 9,354.00	\$ 1,700.00
Electricity	\$ 120,000.00	\$ 100,000.00
Water	\$ 7,000.00	\$ 8,200.00
Telephone	\$ 12,500.00	\$ 12,500.00
Gas - Heating	\$ 26,000.00	\$ 23,000.00
Periodicals	\$ 13,000.00	\$ 11,000.00
Non Print - Technology	\$ 2,000.00	\$ 1,500.00
Non Print - Adult	\$ 37,000.00	\$ 46,500.00
Non Print - Juv	\$ 12,500.00	\$ 10,000.00
Adult/YA Programs	\$ 1,300.00	\$ 2,500.00
Juv Programs	\$ 2,500.00	\$ 3,500.00
Admin Programs	\$ 275.00	\$ 500.00
Library Automation	\$ 86,298.00	\$ 38,453.00
	\$ 510,272.00	\$ 431,448.00
Medical Insurance	\$ 307,815.00	\$ 292,079.00
Social Security	\$ 113,503.00	\$ 110,761.00
Salary & Wages	\$ 1,483,670.00	\$ 1,447,858.00
Personnel	\$ 1,904,988.00	\$ 1,850,698.00
Total Funding	\$ 2,415,260.00	\$ 2,282,146.00

Materials Checked Out Highlights

Print Collection	2011	Difference
Books on CD	6695	+7.5 %
Career	1071	+13.2 %
College	856	+8.9 %
Fiction	86,403	+12.0 %

Downloadable Materials	2010	2011	Difference
eAudio Books	2434	2230	- 8 %
eBooks	355	1599	+ 350 %

Most Popular Books 2011

Titles	Author
The Help	Stockett, Kathryn
Toys	McMahon, Neil
Smokin Seventeen	Evanovich, Janet
Tick Tock	James Patterson
44 Charles Street	Steel, Danielle
I'll Walk Alone	Clark, Mary Higgins
Port Mortuary	Cornwell, Patricia
The Sixth Man	Baldacci, David
The Confession	Grisham, John
Sing You Home	Picoult, Jodi

Children's Titles	Author
One Fish, Two Fish, Red Fish...	Seuss, Dr
A Very Hungry Caterpillar	Carle, Eric
Diary of a Wimpy Kid: The Last Straw	Kinney, Jeff
Hop on Pop	Seuss, Dr
Capt. Underpants and the Preposterous Plight....	Pilkey, Dav
Diary of a Wimpy Kid: Greg Heffley's Journal	Kinney, Jeff
Capt. Underpants and the Big, Battle of the Bio...	Dav Pilkey
Diary of a Wimpy Kid: The Ugly Truth	Kinney, Jeff
Henry and Mudge and the Bedtime Thumps	Rylant, Cynthia
The Fat Cat Sat on the Mat	Karlin, Nurit

Technology Updates



- In 2012, public computers at Westergard will be increased by 50%
- Offered training classes taught by Middlesex County College instructors for jobseekers through federal funding and funding from the Gates Foundation
- Added public fax service

Public Computer Usage

Public computer usage increased at both branches in 2011. In 2012, the Westergard Branch will have 8 additional computers installed for public use.

2011	# of Logins	% Change from 2010	Total Hours	% Change from 2010	# of Sessions	% Change from 2010
Kennedy Branch	15,771	+5.36%	27,149	+14.2%	54,381	+3.90%
Westergard Branch	12,100	+11.7%	19,559	+1%	42,559	+8.58%

Ebooks @ PPL

- Ebook Downloads increased by 350% in 2011.
 - In February 2011, Piscataway Public Library joined the Advantage Program to supply more popular titles to our residents.
 - In September 2011, Kindle format books were added to the library's subscription to Overdrive.
 - The Piscataway residents now have access to over 4,000 ebook titles in a variety of formats.
 - Piscataway residents downloaded 3,829 titles, audio books and ebooks in 2011, compared to 2,558 in 2010.
-

2011 Website Statistics

- 215,733 visits to website
- 420,792 website page views
- 119,924 unique visitors
- Top five most popular pages
 - Research Tools
 - Library Schedule
 - Kids Kapers
 - Events Calendar
 - Meeting Room Calendar
- 626 subscriptions to Piscataway Public Library E-newsletter, increase of 45% from 2010
- 409 subscriptions to Kids Kapers E-newsletter, increase of 26% from 2010



Social Media -- Facebook

Facebook	2010	2011	Increase
Likes (Fans)	247	351	42 %

Twitter	2010	2011
Tweets (Posts)	288	221
Followers (Fans)	125	182
Listed	7	9

Foursquare (Started in 2011)	2011
People	60
Checkins	270
Mayor	Marc S.

Westergard Branch



The Westergard Branch received two major upgrades in 2011. The well used community meeting room was renovated . The Friends of the Library supplied nearly 50% of the funding for this project.

In September 2011 the branch began renovating a former staff area to provide an additional 1,000 square feet of public space to be used for teens and job training. The new space is scheduled to open on February 4th, 2012.



Attendance for Westergard Branch Adult Program attendance increased 50% in 2011.

2011	Programs	Attendance
Adult Programs	51	698
Young Adult Programs	52	1158

Westergard Branch

	2010	2011	Difference
Visitors	184,764	206,977	+ 12 %
Items Circulated	141,821	137,062	- 3 %
Public Computer Sessions	39,915	42,559	+ 6.6 %
Public Computer Usage	19,423 Hours	19,559 Hours	+ .7 %



Adult and Young Adult Services



- 257 Adult and Young Adult library programs were held at the Kennedy Branch in 2011. Attendance for the programs was 4,586, an increase of nearly 50% from 2010.
- In 2011, the library collected oral histories from local war veterans. The oral histories are now available on the library website.
- The Library Players presented *The Prince Who Wouldn't Talk*. The teens practiced throughout the summer to present two shows at the library. This year over 200 people attended the showings.
- The library hosted a Family Women's World Cup Event in 2011. Women's Professional Soccer Players of Sky Blue FC were in attendance as library users watched the U.S. Women's Soccer team defeat Korea DPR. Players signed autographs and had their pictures taken with attendees.



Adult and Young Adult Services (Continued)

- Traveled to the Piscataway Schools to booktalk to 24 classes, reaching over 1000 students.
 - Created a book review blog, <http://piscaya.blogspot.com/>.
 - Proctored 93 exams for distance learning colleges
 - Delivered materials to homebound patrons.
 - The library held two after hours programs for teens to play games, relax and eat.
 - Hired a librarian to focus on providing services for Gen X and Gen Y
-

Children's Services Programs

Number of Programs	2010	2011
Kennedy Branch	134	151
Westergard Branch	110	121
Outreach	136	110
Total	380	382

Program Attendance	Total
In-house programs	7,523
Outreach programs	2,762
Total 2011	10,285
Total 2010	12,014

Outreach to Preschools

- **Cove Point Foundation Grant** – The library received an \$11,000 grant for extended outreach. The library purchased kit materials and presented story times to 550 children at Children's Corner Preschool, run by the Piscataway Board of Education.
 - The Children's Department staff visited area nursery schools and day care centers, presenting story times to 1,087 young children in the spring and 823 in the fall. The library also continued the Preschool Outreach Book Delivery to nursery schools and day care centers.
-

Outreach to Public Schools

- The Children's Department continued its partnership with Piscataway Senior Citizen and fifth graders, some with special needs, from Martin Luther King School with the Senior Reading Buddies program.
 - 166 second graders from Eisenhower School walked to Westergard for a story time, game and a tour and the library issued 18 new library cards.
 - The library attended 2 Back to School nights this year, which were very successful. At Arbor School, library staff talked to 112 people and signed up 37 people for library cards. At King School, the library staff talked to 75 people and signed up 12 people for library cards.
-

Gaming at the Library



- On November 12th, the library hosted a National Gaming Day program at the Kennedy Branch. 44 children attended the event, where they played video games and board games throughout the afternoon.
- 525 kids participated in the Chess Club in 2011 for an average of 23 kids at each of the 24 sessions.
- In October 2011, the library hosted a Retro Gaming Day. Over 125 people came together in the Kennedy Branch meeting room to play games on older video game systems. This was an increase of 95 people from 2010.
- The library hosted two *Library After Hours* events in 2011. 38 teens were able to play Just Dance 2, ping pong and board games 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 200 pints of blood were raised in 2011. 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). Piscataway Public Library collected approximately 11,000 lbs of food and hygiene products in 2011.



Special Populations



- Piscataway Public Library utilized the ALA grant, “The American Dream Starts @ Your Library,” to offer citizenship classes from September 2010 to June 2011. A number of the program’s attendees have now achieved U.S. citizenship.
- The library continues to offer Gaming for Children with Special Needs. 284 people participated in the program.
- In 2011, the library made 28 material deliveries to homebound Piscataway residents.
- The library made 10 visits to the senior center and Sterling Village in 2011.

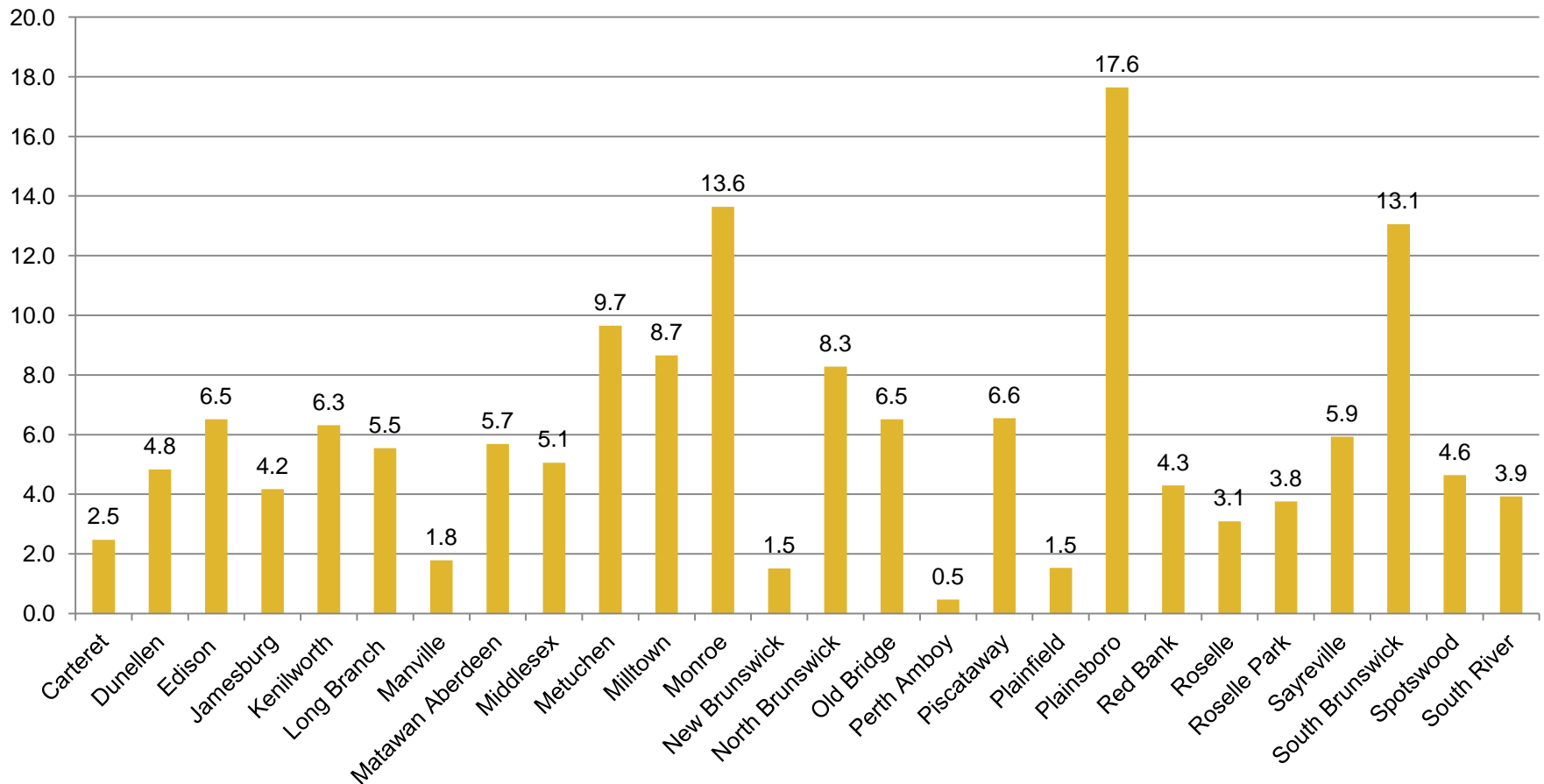


Volunteers

- In Children's Services 19 volunteers donated 133 hours at Kennedy Library during the school year. 97 junior library volunteers, 54 at Kennedy and 43 at Westergard, helped the library run the Summer Reading Club, donating 1,537 hours to the library this summer.
 - 316 hours were completed by S.A.I.L. Volunteers in cooperation with the Piscataway School District.
 - The library also benefitted from nearly 120 hours of volunteer time from Rutgers Library School students.
-

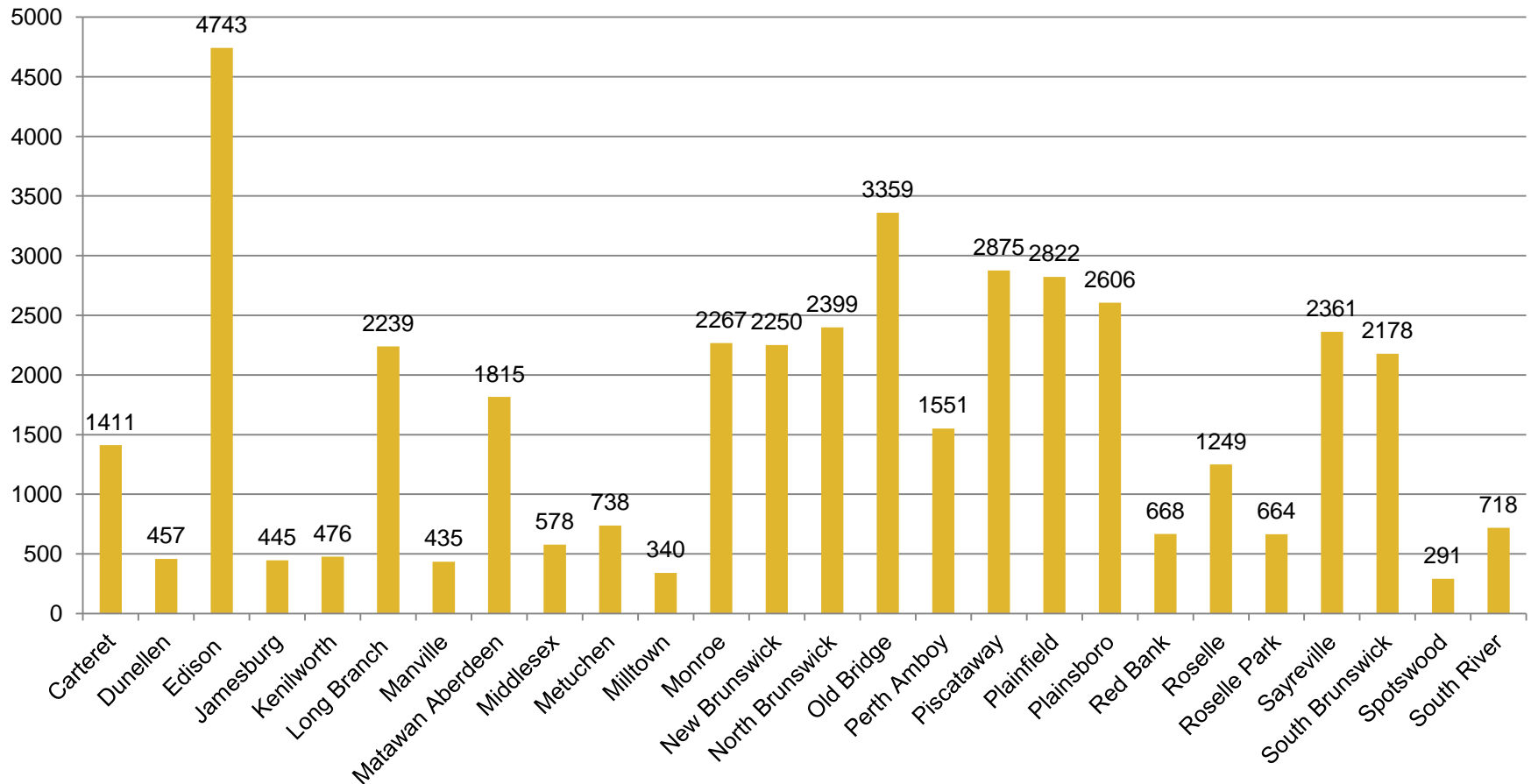
Comparative Statistics

2011 Circulation Per Capita – LMXAC Libraries



Comparative Statistics

New Patrons -- 2011



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	11,370
Residents Juvenile	4,629
Non Residents	1,108
Total	17,107

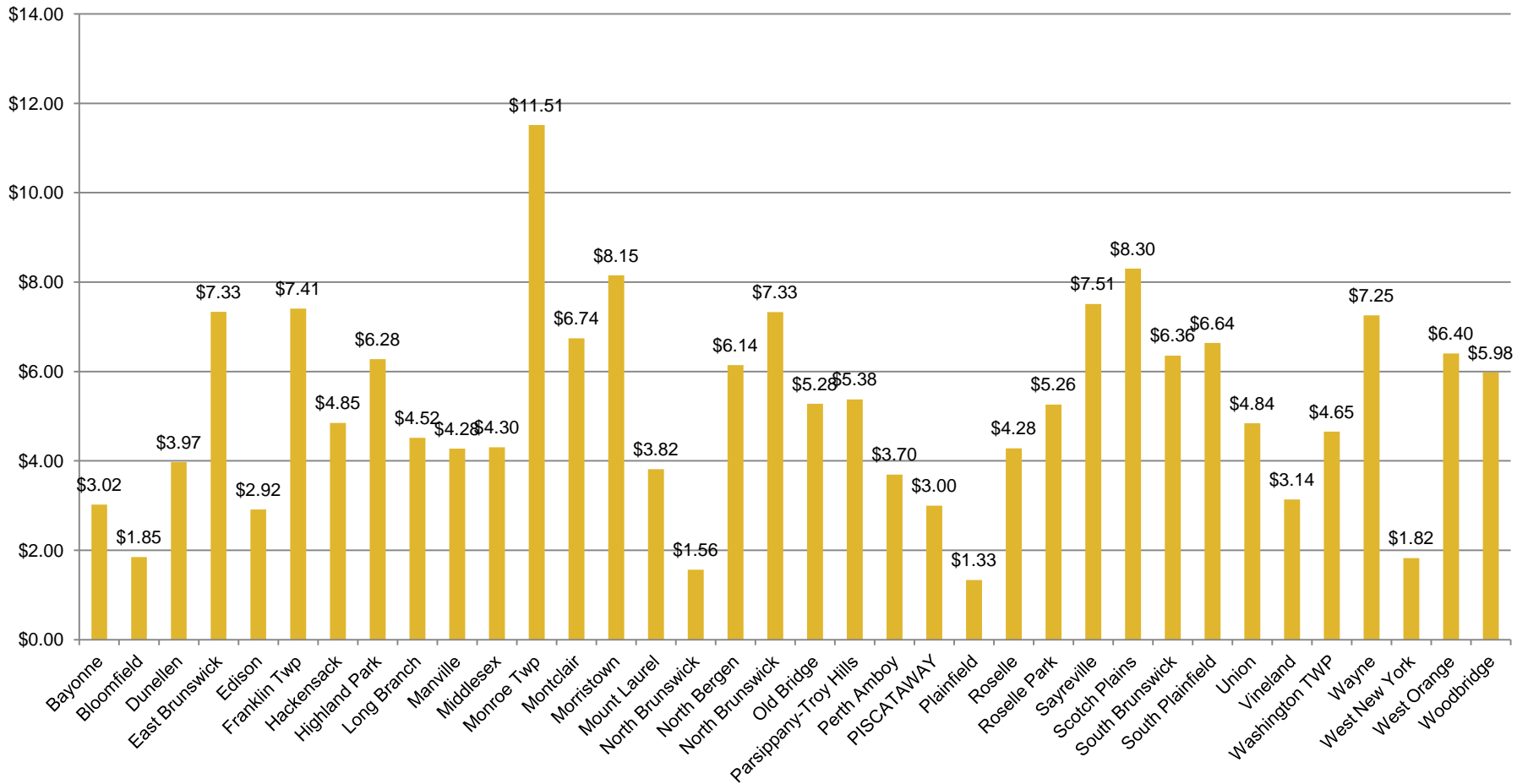
This chart to the right displays the number of unique library card holders who have checked out materials from a Libraries of Middlesex Automation Consortium library in the last three years. (From January 1, 2009 to December 31, 2011)

Library	Patrons	Population
Carteret	7953	22844
Dunellen	2416	7227
Edison	26923	99967
Jamesburg	1589	5915
Kenilworth	2637	7914
Long Branch	8065	30719
Manville	2189	10344
Matawan Aberdeen	7085	27020
Middlesex	3594	13635
Metuchen	4187	13574
Milltown	2021	6893
Monroe	15791	39132
New Brunswick	10251	55181
North Brunswick	12322	40742
Old Bridge	20758	65375
Perth Amboy	6616	50814
Piscataway	17107	56044
Plainfield	12400	49808
Plainsboro	11582	22999
Red Bank	2987	12206
Roselle	6001	21085
Roselle Park	3360	13297
Sayreville	13357	42704
South Brunswick	14425	43417
Spotswood	1740	8257
South River	3892	16008

Comparative Statistics

Piscataway 2011: \$3.02

Total Material Expenditure Per Capita – 2010



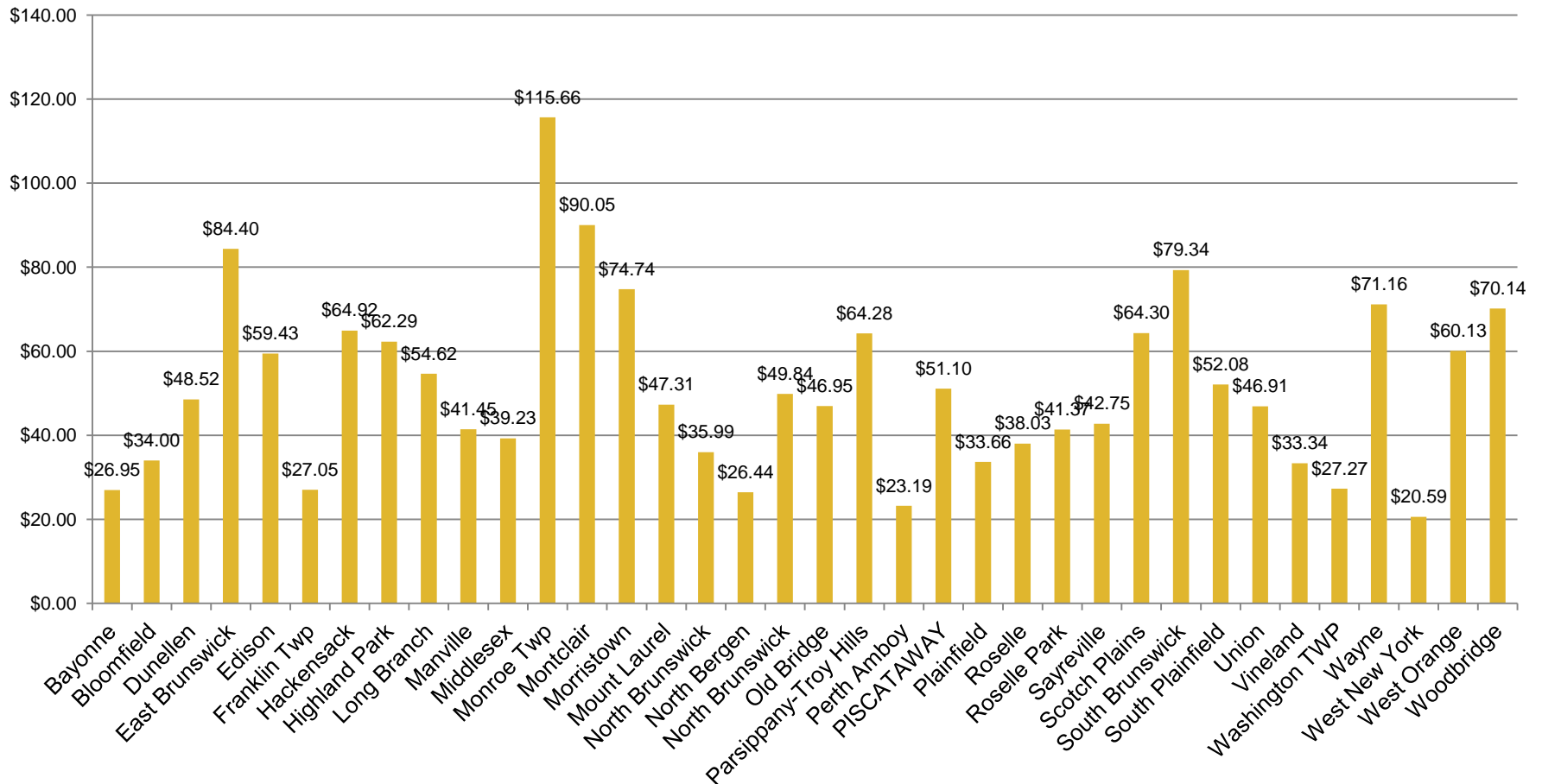
Comparative Statistics Part II

- Comparative Statistics on the following slides (Part II) utilize statistics from the New Jersey State Library.
(<http://ldb.njstatelib.org/Statistics/index.php>)
 - The most recent statistics available from the NJ State Library are 2010 for the selected libraries.
 - The library has added the 2011 value for Piscataway Public Library to each slide.
-

Comparative Statistics

Piscataway 2011: \$44.13

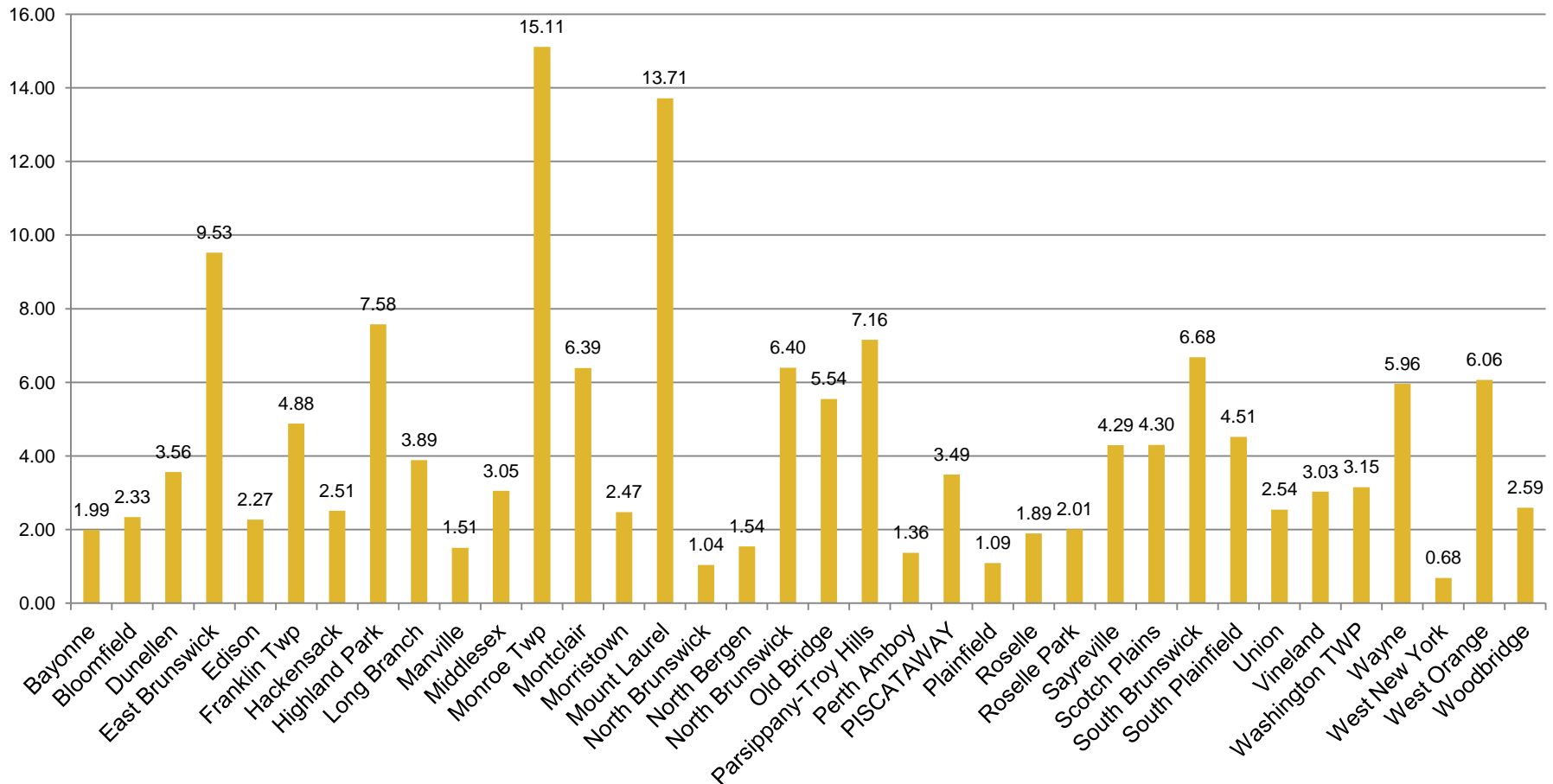
Total Operating Expenditures Per Capita – 2010



Comparative Statistics

Piscataway 2011: 3.44

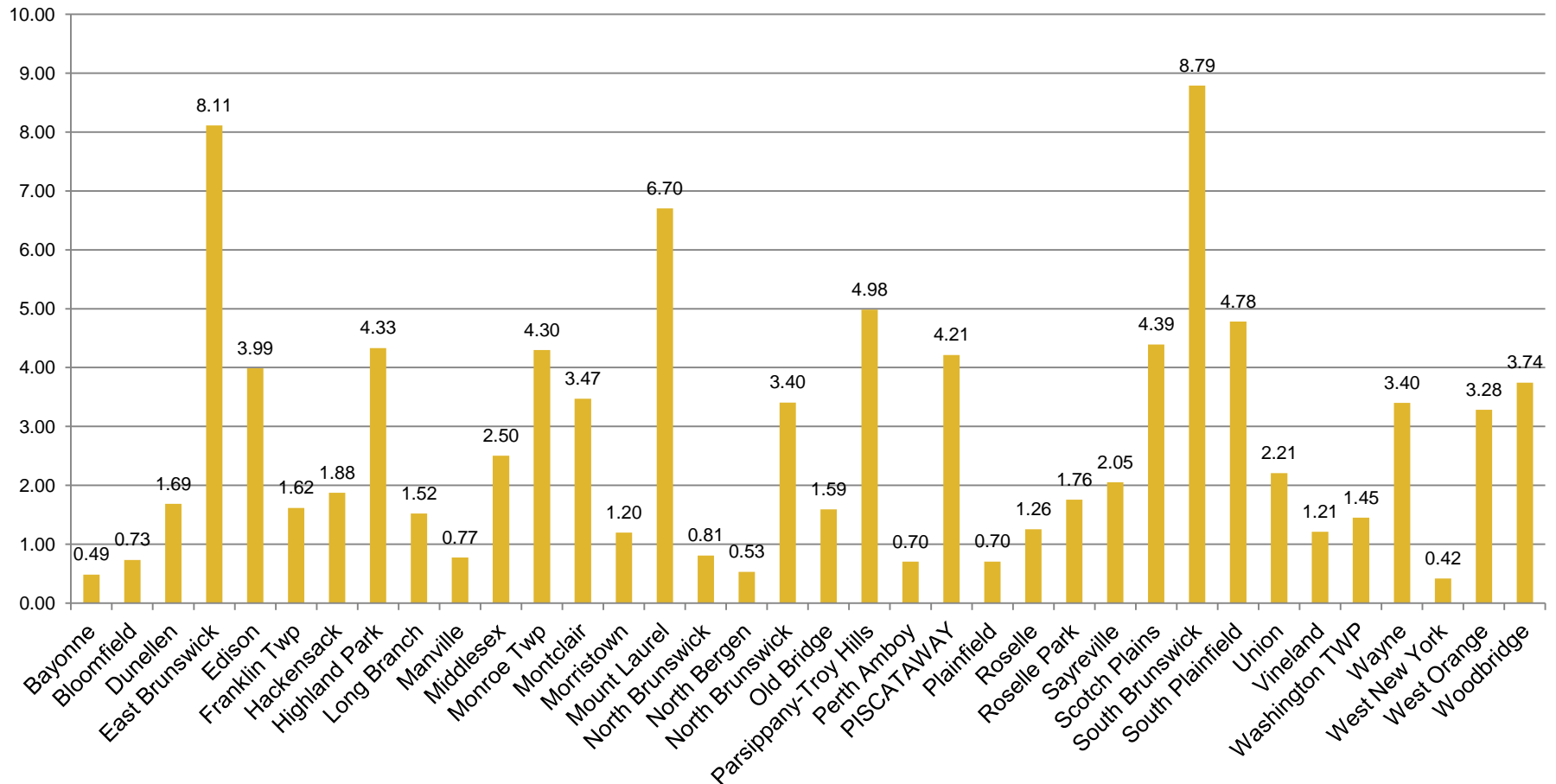
Total Adult Circulation Per Capita -- 2010



Comparative Statistics

Piscataway 2011: 3.91

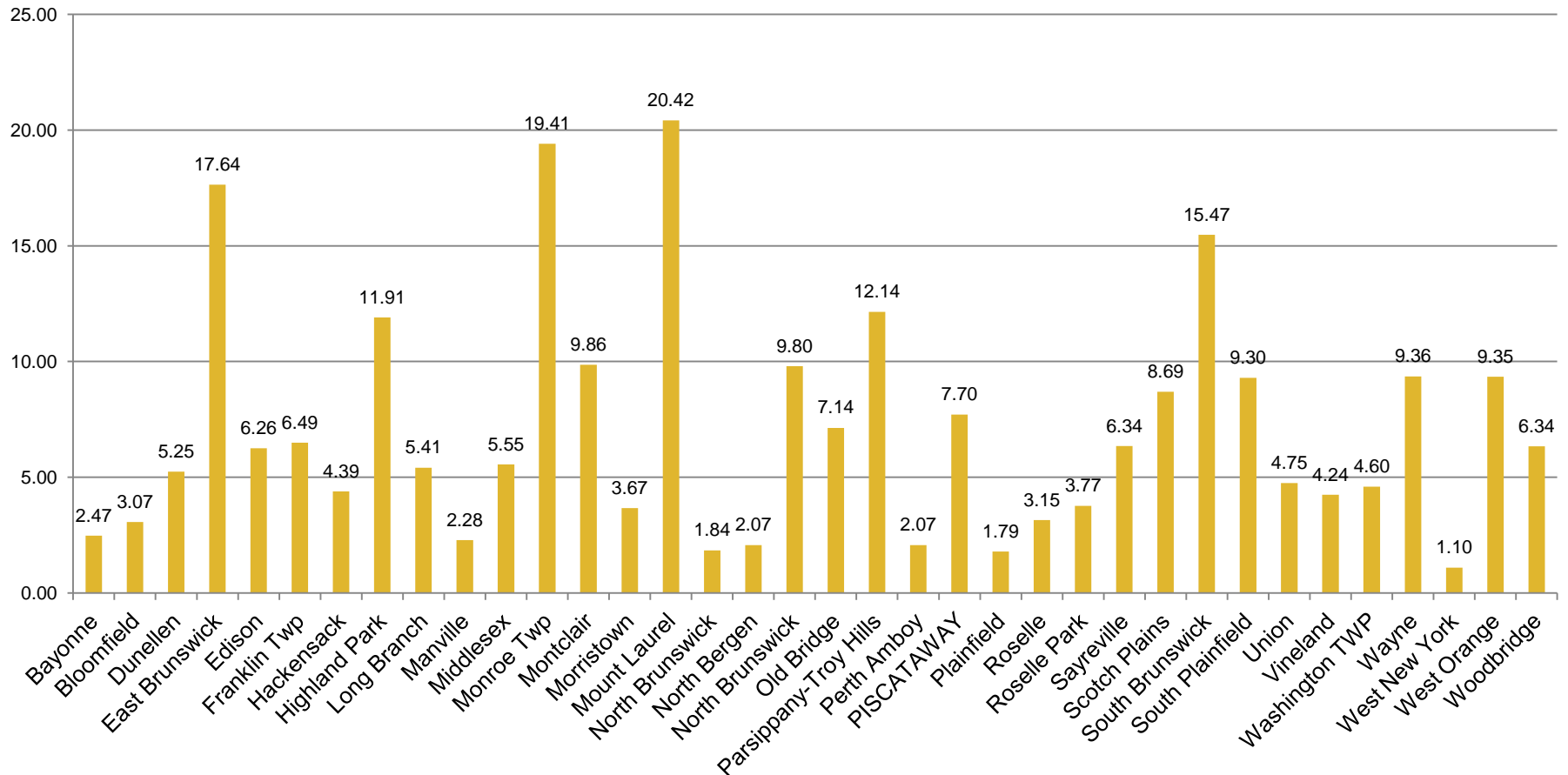
Juvenile Circulation Per Capita -- 2010



Comparative Statistics

Total Circulation Per Capita -- 2010

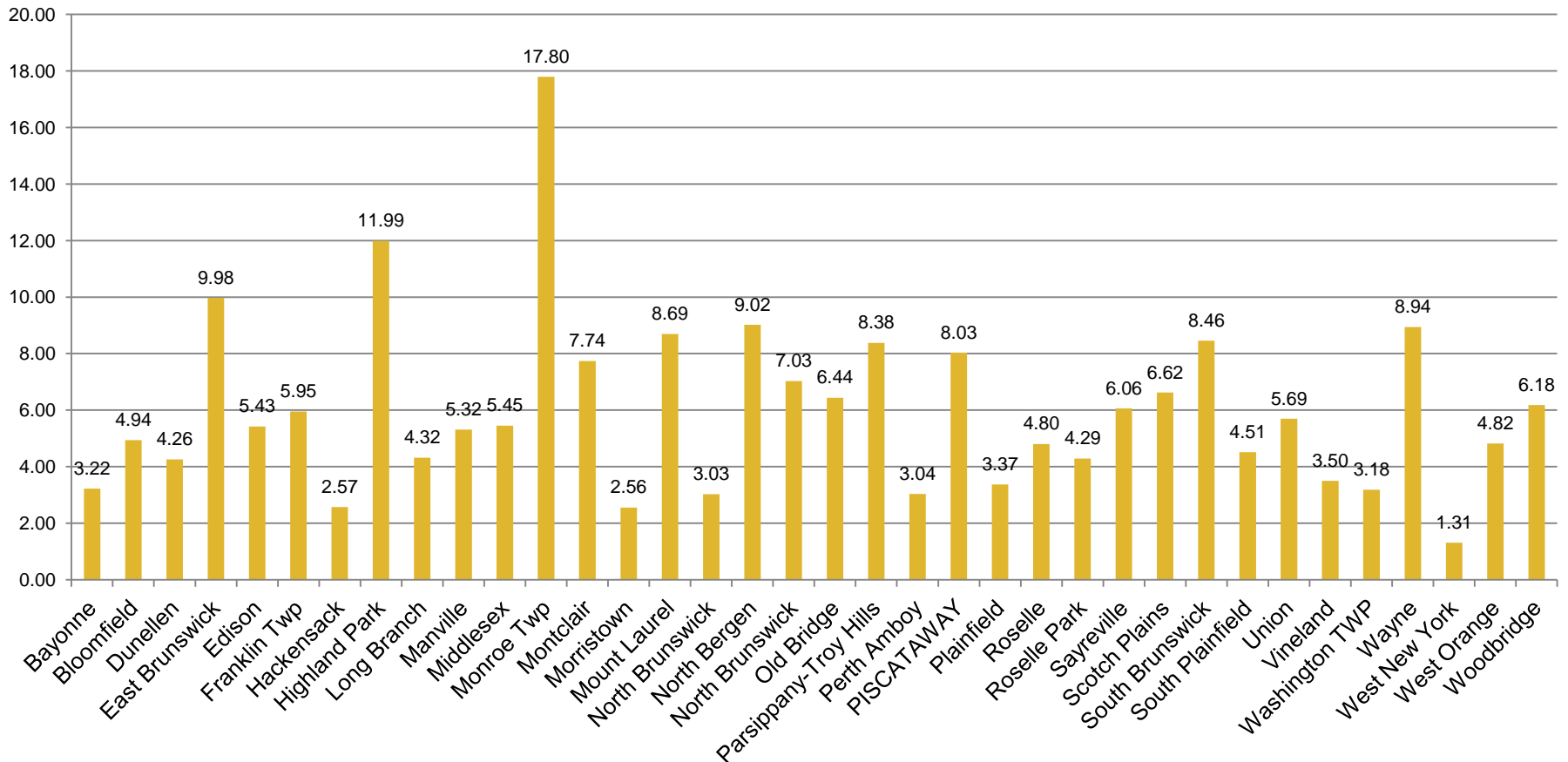
Piscataway 2011: 7.35



Comparative Statistics

Library Visits Per Capita -- 2010

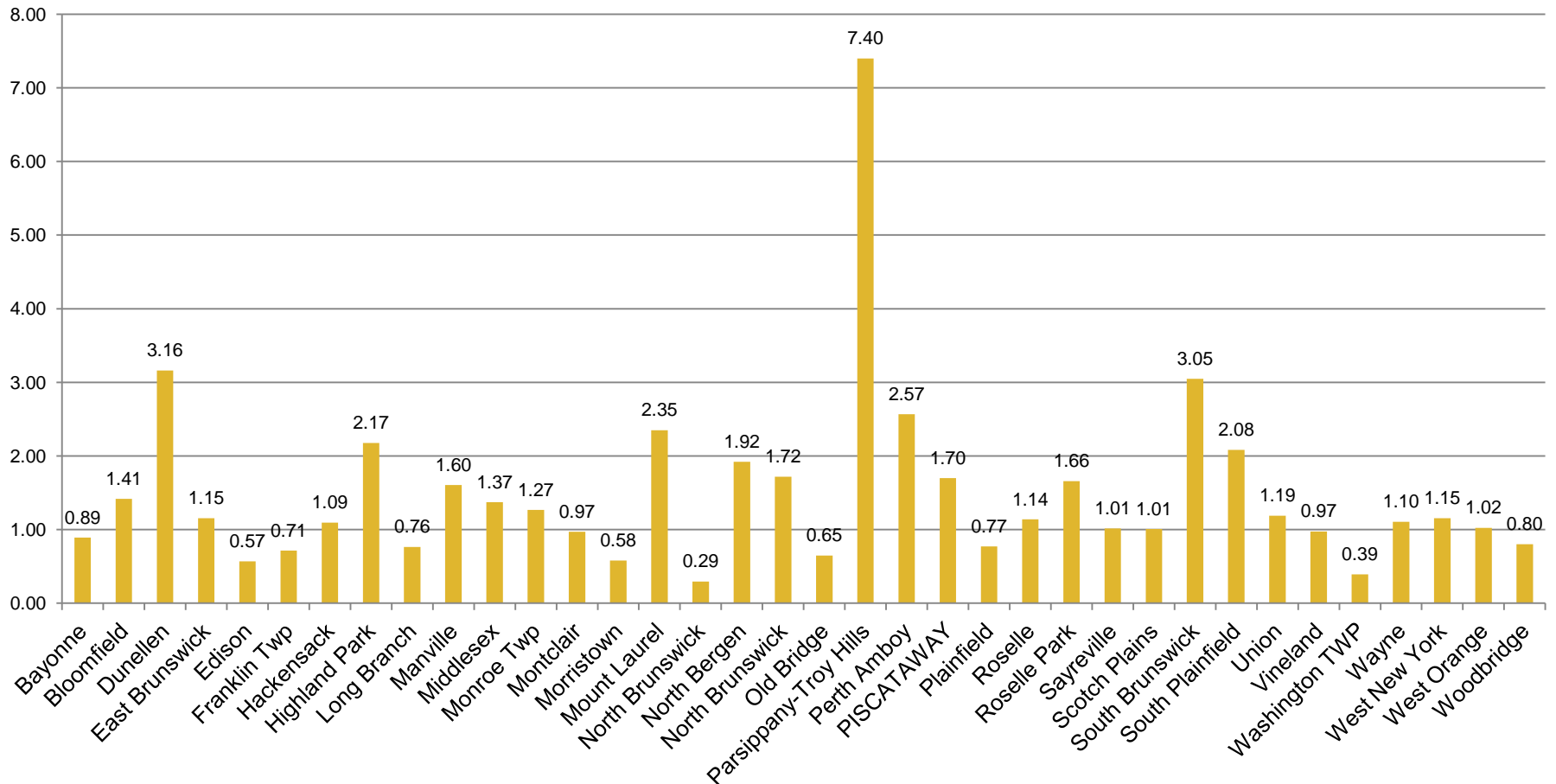
Piscataway 2011: 8.32



Comparative Statistics

Public Internet Users Per Capita -- 2010

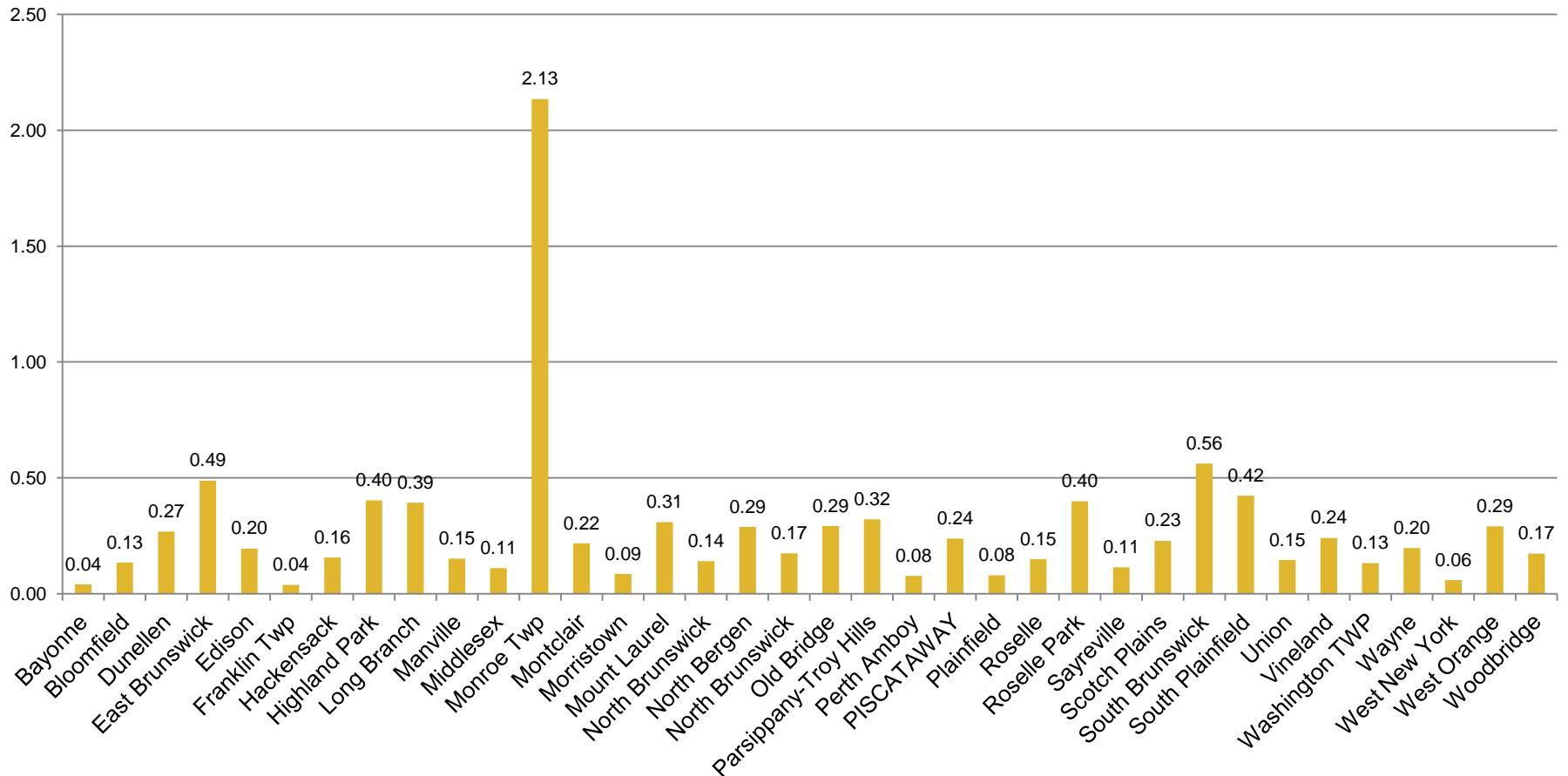
Piscataway 2011: 1.84



Comparative Statistics

Piscataway 2011: .02

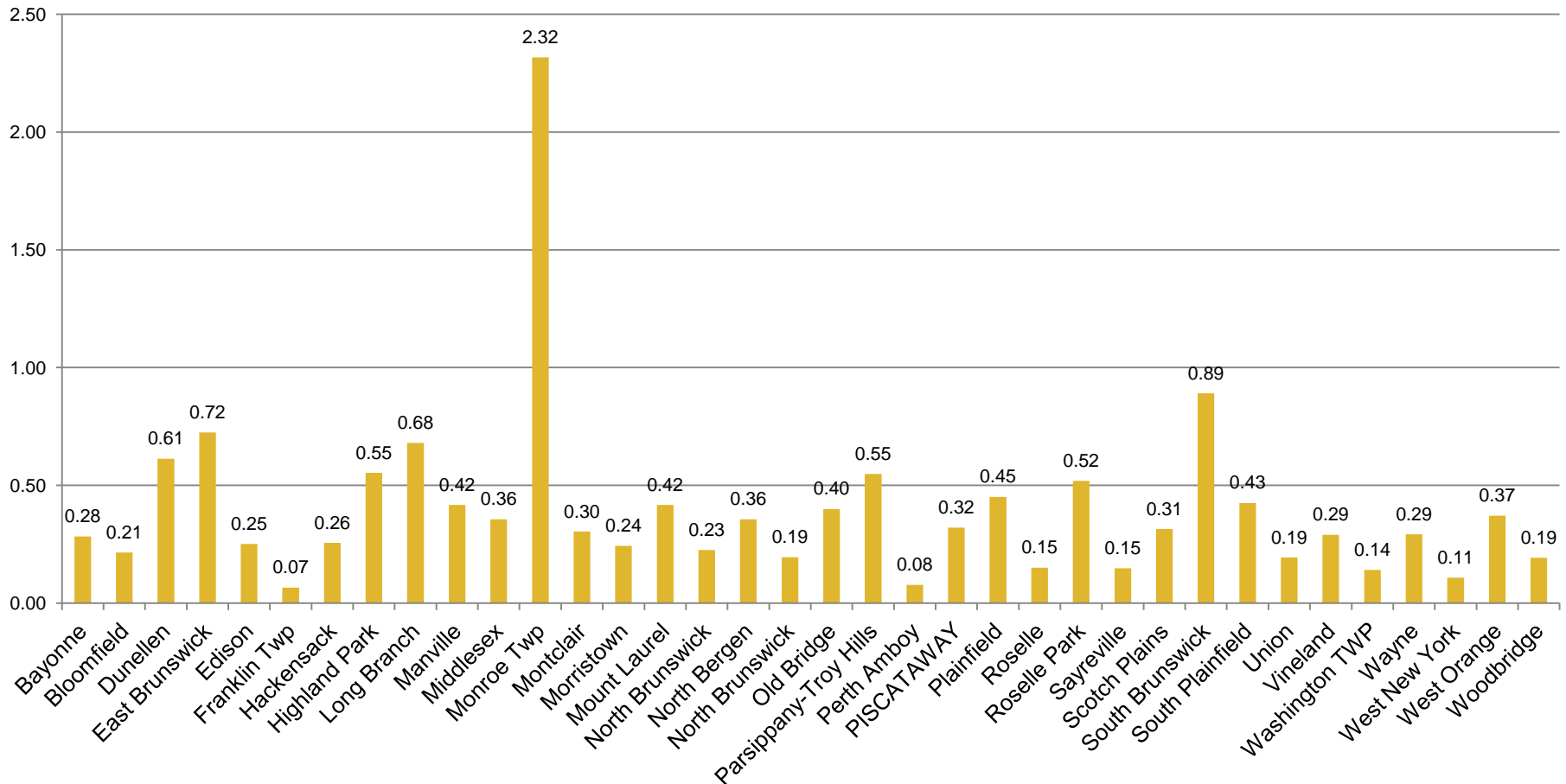
Childrens Program Attendance Per Capita – 2010



Comparative Statistics

Piscataway 2011: .33

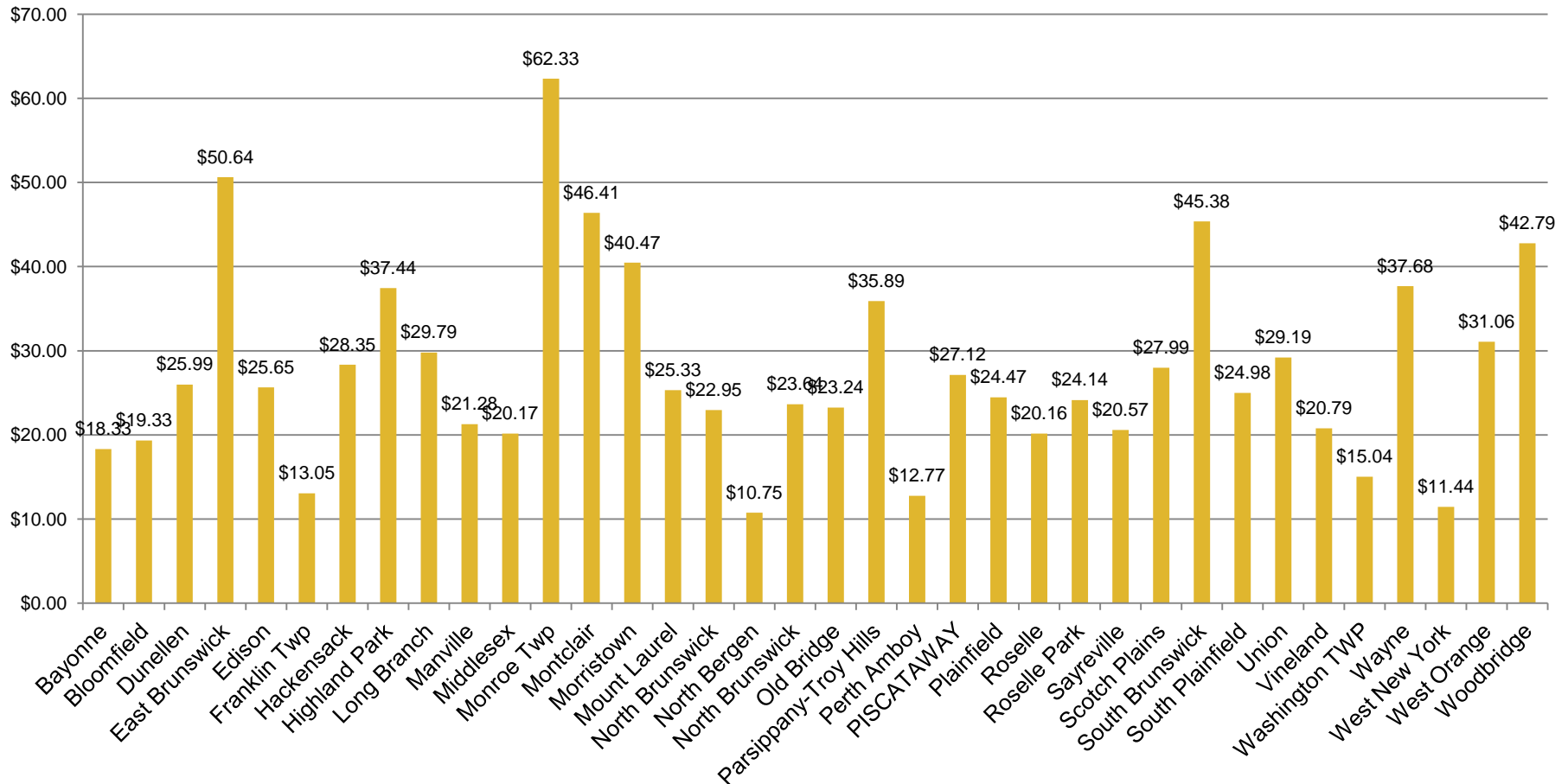
Program Attendance Per Capita -- 2010



Comparative Statistics

Salaries and Wages Per Capita -- 2010

Piscataway 2011: \$25.83



2012 Goals

- Open expansion of public space at Westergard with focus on computer training and teens
 - Provide programming for Tweens
 - Outreach to students in Kindergarten through Grade 3 schools, currently without school librarians
 - Focus on increasing downloadable ebook collection
 - Increase usage of two library blogs, <http://piscaya.blogspot.com/> and <http://pplkids.wordpress.com/>
-