



**PISCATAWAY**  
public library

Annual Report 2012

# Executive Summary

In 2012, Piscataway continued to find ways to improve library service to our community.

This year the library was able to provide a haven following Superstorm Sandy. The library extended its hours to provide a place for community members to charge their electronics, use the internet, relax and be warm. Thousands of residents passed through our doors following the storm, and the sense of community among library users and staff was something none of us will ever forget.

In early February the library created a new Job Training and Teen Space at the Westergard Library, which added approximately 1,000 square feet to the busy branch. The new space has hosted 64 computer classes to a total of 313 community members, and many teens during after-school hours. The library also hosts programs for teens in the new space, such as the Viral Science program.

Public computer usage continues to be a well-used service by the community. The new public space at the Westergard Branch has provided more public computers, and hours of computer usage at the branch were up 15.3% in 2012. The Kennedy Library public computers were used over 27,000 hours in 2012, and the Westergard Branch public computers were used 19,000 hours.

As 2012 was coming to a close, the library staff worked to create the first maker space in a public library in New Jersey. Following the success of maker spaces in public libraries in Westport, CT and Fayetteville, NY, the library is excited to offer this opportunity to its community in early 2013.

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, particularly the Township of Piscataway, the Friends of Piscataway Public Library, private donors, the library staff and the Board of Trustees.

James K. Keebler, 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 nearly \$34,000 for renovations to the Westergard Branch.
- Sunday hours continued at Kennedy Library, and Saturday hours at the Westergard Branch in July and August were continued, plus increased Wednesday night hours at Westergard (to 9pm).
- A budget of \$8,500 was allocated specifically for the purchase of ebook titles for Piscataway residents.
- The Adult and Young Adult Program budget was increased to continue to provide citizenship classes following the end of grant funding.
- Responsible fiscal management of the budget allowed the library to replace the carpeting in the Children's Room and the front doors at Kennedy Library using unexpended funds.
- Library fines and fees have provided funding for furniture for the Children's Room and equipment for the MiY:makeityourself project, both to be available in early 2013.

DESCRIPTION	CY11	CY12
Postage	\$2,500.00	\$1,500.00
Building Maintenance	\$21,500.00	\$20,500.00
Vehicle Repair & Maintenance	\$300.00	\$200.00
Equipment Repair & Maintenance	\$2,600.00	\$1,500.00
Professional & Consulting Services	\$4,750.00	\$4,500.00
Books	\$100,000.00	\$109,000.00
Janitorial Supplies	\$4,000.00	\$4,000.00
Library Supplies/Office Supplies	\$15,600.00	\$10,200.00
Education & Training	\$2,800.00	\$2,500.00
Professional Association Dues	\$7,000.00	\$1,500.00
Travel	\$1,800.00	\$2,100.00
Honors & Awards	\$700.00	\$400.00
Equipment & Furniture	\$1,145.00	\$1,000.00
Plumbing, A/C, Heating	\$7,400.00	\$8,025.00
Data Processing Equipment	\$1,700.00	\$2,129.00
Electricity	\$100,000.00	\$112,000.00
Water	\$8,200.00	\$8,500.00
Telephone	\$12,500.00	\$11,850.00
Gas - Heating	\$23,000.00	\$15,725.00
Periodicals	\$11,000.00	\$8,500.00
Software Upgrades	\$1,500.00	\$1,000.00
Adult Non Print	\$46,500.00	\$48,500.00
Children's Non Print	\$10,000.00	\$10,000.00
Adult and Young Adult Programs	\$2,500.00	\$6,000.00
Children's Programs	\$3,500.00	\$4,000.00
Admin Programs	\$500.00	\$500.00
Library Automation	\$38,453.00	\$74,000.00
<b>Subtotal</b>	<b>\$431,448.00</b>	<b>\$469,629.00</b>
Medical Insurance	\$288,021.00	\$277,871.00
Social Security	\$110,761.00	\$115,321.00
Salary & Wages	\$1,447,858.00	\$1,507,462.00
<b>Personnel Subtotal</b>	<b>\$1,846,640.00</b>	<b>\$1,900,654.00</b>
<b>Total</b>	<b>\$2,278,088.00</b>	<b>\$2,370,283.00</b>

# Materials Checked Out: Highlights

Print Collection	2012	Difference
Books on CD	6695	+7.5 %
Career	1071	+13.2 %
College	856	+8.9 %
Fiction	86,403	+3.7%

Downloadable Materials	2011	2012	Difference
eAudio Books	2230	1941	- 13 %
eBooks	1599	4547	+ 284 %

# Most Popular Books 2012

Adult Titles	Author
The Help	Stockett, Kathryn
Private: #1 Suspect	Patterson, James & Paetro, Maxine
11 <sup>th</sup> Hour	Patterson, James
Explosive 18	Evanovich, Janet
Love in a Nutshell	Evanovich, Janet & Kelly Dorian
The Litigators	Grisham, John
Private Games	Patterson, James & Sullivan, Mark
Kill Alex Cross	Patterson, James
A Thousand Splendid Suns	Hosseini, Khaled
Come Home	Scottoline, Lisa

Children's Titles	Author
Diary of a Wimpy Kid: Cabin Fever	Kinney, Jeff
Diary of a Wimpy Kid: Greg Heffley's Journal	Kinney, Jeff
Diary of a Wimpy Kid: Rodrick Rules	Kinney, Jeff
The Very Hungry Caterpillar	Carle, Eric
One Fish, Two Fish, Red Fish Blue Fish	Doctor Seuss
Hop on Pop	Doctor Seuss
Capt. Underpants and the Preposterous Plight...	Dav Pilkey
Diary of a Wimpy Kid: The Last Straw	Kinney, Jeff
The Cat in the Hat Comes Back	Doctor Seuss
Diary of a Wimpy Kid: The Ugly Truth	Dav Pilkey

Young Adult	Author
The Hunger Games	Collins, Suzanne
Flipped	Van Draanen, Wendelin
Catching Fire	Collins, Suzanne
Mockingjay	Collins, Suzanne
Peak	Smith, Roland
Thirteen Reasons Why	Asher, Jay
Al Capone Does My Shirts	Choldenko, Gennifer
So B. It	Weeks, Sarah
Twilight	Meyer, Stephenie
Breaking Dawn	Meyer, Stephenie

# Technology Updates



- ◉ In 2012, the library now provides access to an app, LMXpress, available for Android and Apple devices.
- ◉ Added 8 public computers to the Westergard Branch.
- ◉ Upgraded wireless routers at the Kennedy Library to accommodate increased usage.

# Public Computer Usage

Public computer usage increased greatly at the Westergard Branch, which can be credited to the computers added to the new Teen Space/Training Lab.

2012	# of Logins	% Change from 2011	Total Hours	% Change from 2010	# of Sessions	% Change from 2010
Kennedy Branch	15,617	-0.98%	26,353	-2.93%	51,525	-5.25%
Westergard Branch	14,378	+18.83%	22,553	+15.31%	46,131	+8.39%



# ebooks @ PPL

- ebook downloads increased by 70% in 2012.
- Kindle format books were added in September 2011, and now account for 50% of all ebook downloads in 2012.
- Piscataway residents now have access to over 4,000 ebook titles in a variety of formats.
- Piscataway residents downloaded 6,488 titles, audio books and ebooks in 2012, compared to 3,822 in 2011.

# 2012 Website Statistics

- 206,539 visits to website
- 444,705 website page views
- 130,817 unique visitors
- Top five most popular pages
  - Research Tools
  - Library Schedule
  - Kids Kapers
  - Events Calendar
  - Meeting Room Calendar
- 700 subscriptions to Piscataway Public Library E-newsletter, increase of 12% from 2011
- 430 subscriptions to Kids Kapers E-newsletter, increase of 8% from 2011



# Social Media

Facebook	2011	2012	Increase
Likes (Fans)	351	543	55 %

Twitter	2011	2012	Increase
Tweets (Posts)	221	466	111%
Followers (Fans)	182	250	38%

# Westergard Branch



On February 4, 2012, the branch opened an additional 1,000 square feet of public space to be used for teens and job training.

Attendance for Westergard Branch Young Adult programs increased by 31% in 2012.



2012	Programs	Attendance
Adult Programs	51	698
Young Adult Programs	80	1,158

# Adult and Young Adult Services

- ◉ 273 Adult and Young Adult library programs were held at the Kennedy Branch in 2011. Attendance for programs was 4,248.
- ◉ In 2012, the library digitized *The Piscataway Review*, thanks to a grant from the Friends of Piscataway Library. The entire run of the newspaper is now searchable by keyword through our website.
- ◉ The library created Tween Treats to introduce programs designed specifically for children in grades 4-6.
- ◉ A section of the AIDS quilt was displayed in the library for 4 weeks, and the library scheduled programs related the topic.
- ◉ The library organized a program to assist veterans, for which we invited representatives from One Stop Career Center, Vet2Vet, VA NJ, and others. These organizations set up information tables and talked to vets about jobs, health care, benefits, stress, etc.

# Adult and Young Adult Services (Continued)

- Provided 54 “Appointments with a Librarian,” a service to assist people with resumes, career searches, and applying for jobs and unemployment.
- Proctored 69 exams for distance-learning colleges.
- Delivered materials to 10 homebound patrons on a monthly basis.
- Hosted two after-hours events for a total of 47 teens.
- Adult Summer Reading had a record 66 participants.
- 96 teens participated in Teen Summer Reading.

# Children's Services Programs

Number of Programs	2011	2012
Kennedy Branch	151	174
Westergard Branch	121	124
Outreach	110	153
<b>Total</b>	<b>382</b>	<b>451</b>

Program Attendance	Total
In-house programs	8,906
Outreach programs	4,217
<b>Total 2012</b>	<b>13,123</b>
<b>Total 2011</b>	<b>10,285</b>

# Children's Outreach

- The Children's Department staff visited area nursery schools and day care centers, presenting story times to 1,111 young children in the spring and 953 in the fall. The library also continued the Preschool Outreach Book Delivery to nursery schools and day care centers.
- The library visited Eisenhower School and presented story times, puppet shows and library trivia to 500 students.
- The Children's Department staff have started to visit two married student housing apartments at Rutgers, with over 45 people attending each story time.



# Children's Services Highlights



The Sandbox Blog had 179 child participants in the 7 contests we offered in 2012. The blog received about 6,700 views in 2012 compared to 4,419 in 2011.



# Special Populations



- Piscataway Public Library continued offering citizenship classes following the ending of grant funding. The library offered 20 classes, with 149 total attendees.
- The library continues to offer Gaming for Children with Special Needs, hosting 11 sessions and 128 participants in 2012.
- In 2012, the library made 110 material deliveries to homebound Piscataway residents.
- With the Senior Center closed for renovation, the library hosted many of the senior programs in 2012.

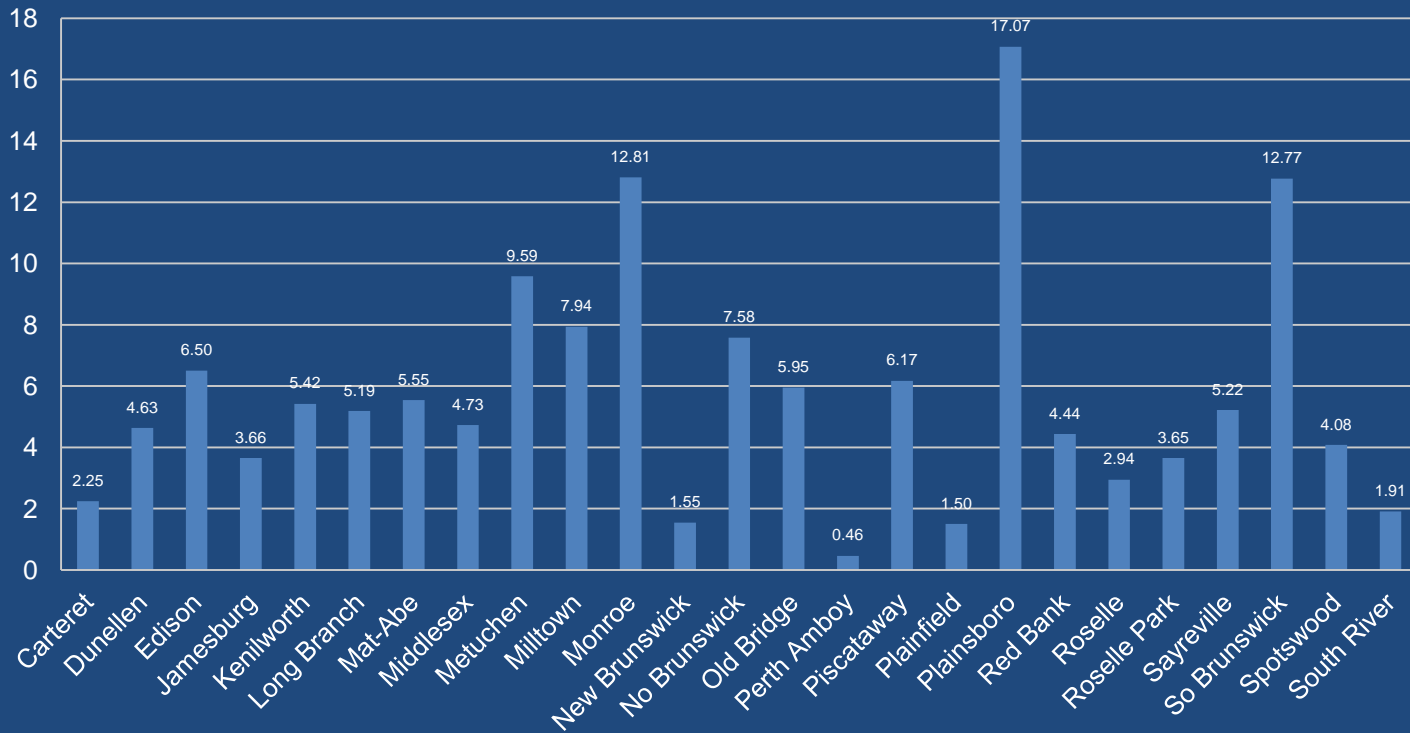


# Volunteers

- In Children's Services, 88 junior library volunteers, 45 at Kennedy and 43 at Westergard, helped the library run the Summer Reading Club, donating 1,534 hours to the library this summer.
- 339 hours were completed by S.A.I.L. Volunteers in cooperation with the Piscataway School District.
- The library also benefitted from nearly 167 hours of volunteer time from Rutgers Library School students.

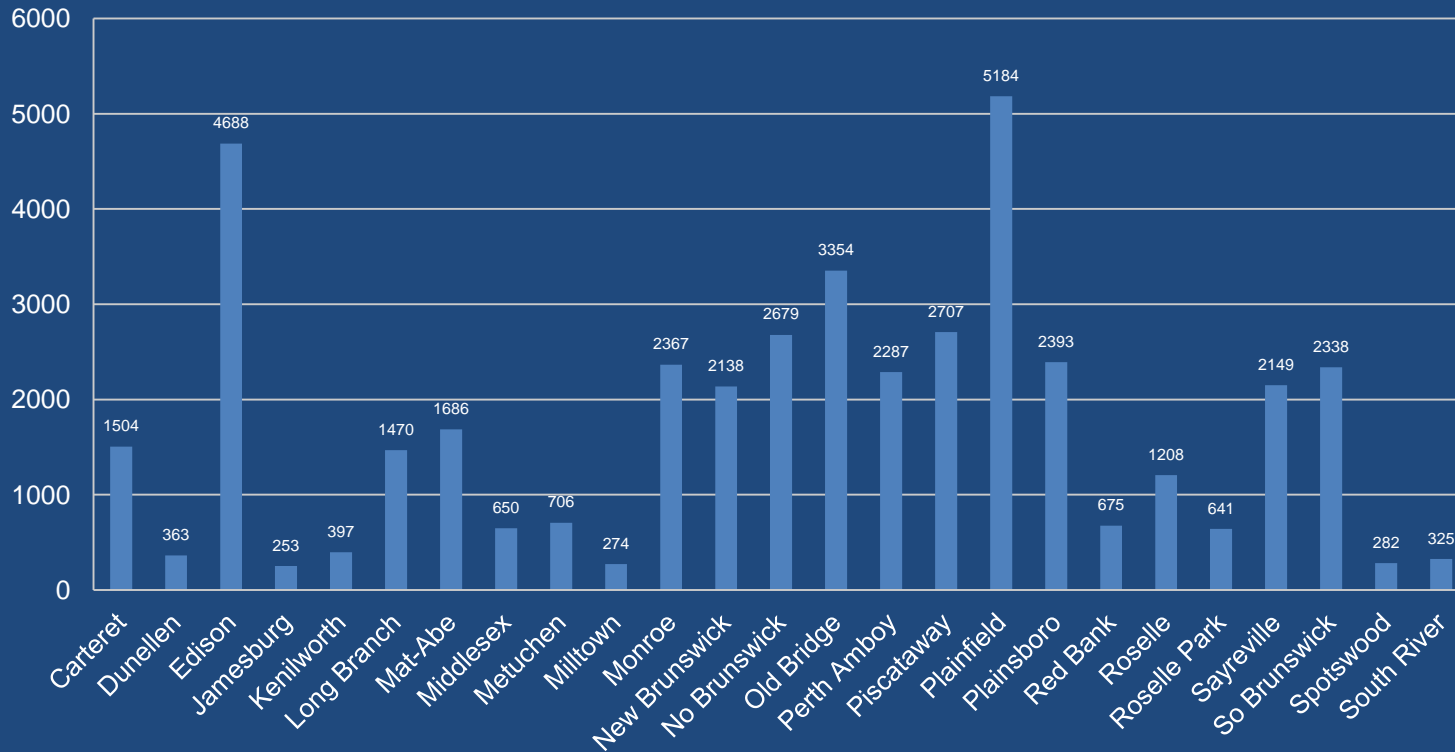
# Comparative Statistics

2012 Circulation Per Capita -- LMXAC Libraries



# Comparative Statistics

## 2012 New Users -- LMXAC Libraries



# 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	11,013
Residents Juvenile	4,441
Non Residents	726
<b>Total</b>	<b>16,180</b>

The 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, 2010 to December 31, 2012)

Library	Patrons	Population
Carteret	8118	22844
Dunellen	2327	7227
Edison	25179	99967
Jamesburg	1519	5915
Kenilworth	2447	7914
Long Branch	7647	30719
Matawan Aberdeen	7502	27020
Middlesex	3526	13635
Metuchen	4023	13574
Milltown	1873	6893
Monroe	14423	39132
New Brunswick	9788	55181
North Brunswick	12231	40742
Old Bridge	19755	65375
Perth Amboy	5735	50814
Piscataway	16180	56044
Plainfield	14261	49808
Plainsboro	11724	22999
Red Bank	2884	12206
Roselle	5930	21085
Roselle Park	3318	13297
Sayreville	12682	42704
South Brunswick	13645	43417
Spotswood	1576	8257
South River	3496	16008

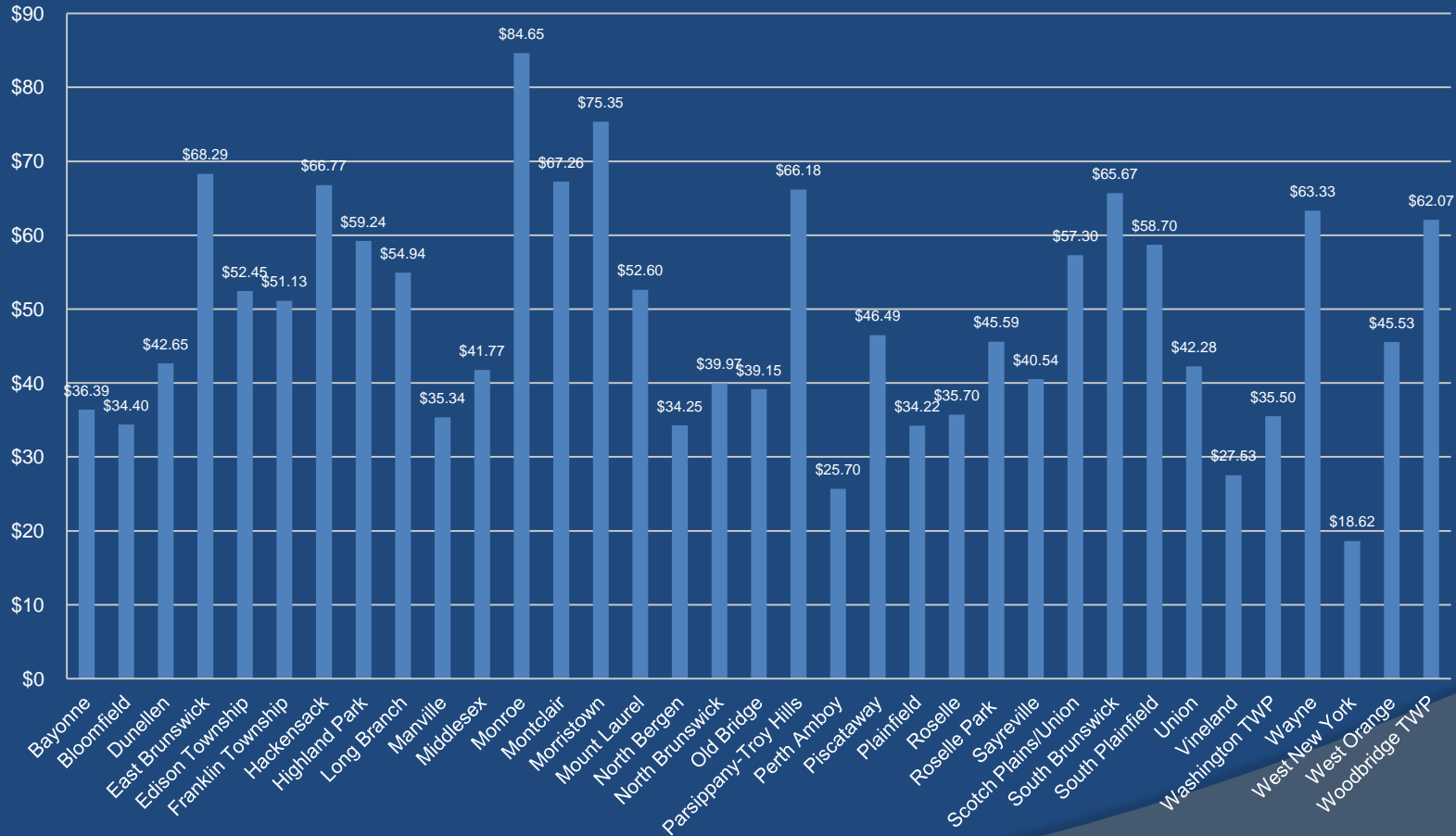
# Comparative Statistics

- Comparative Statistics on the following slides 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 2011 for the selected libraries.
- The library has added the 2012 value for Piscataway Public Library to each slide.

# Comparative Statistics

Piscataway 2012: \$49.50

## Total Operating Expenditures Per Capita -- 2011

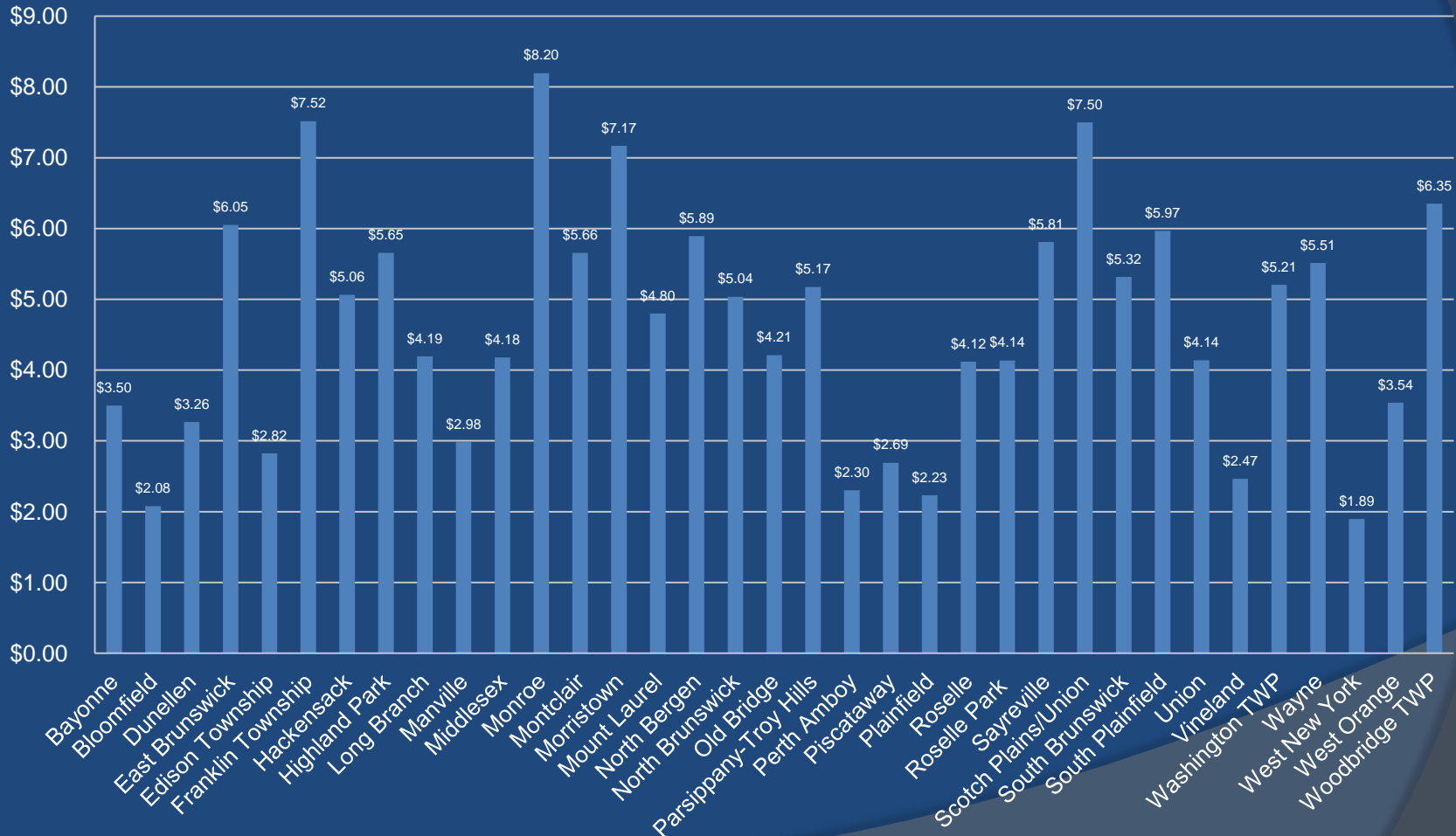




# Comparative Statistics

Piscataway 2012: \$3.14

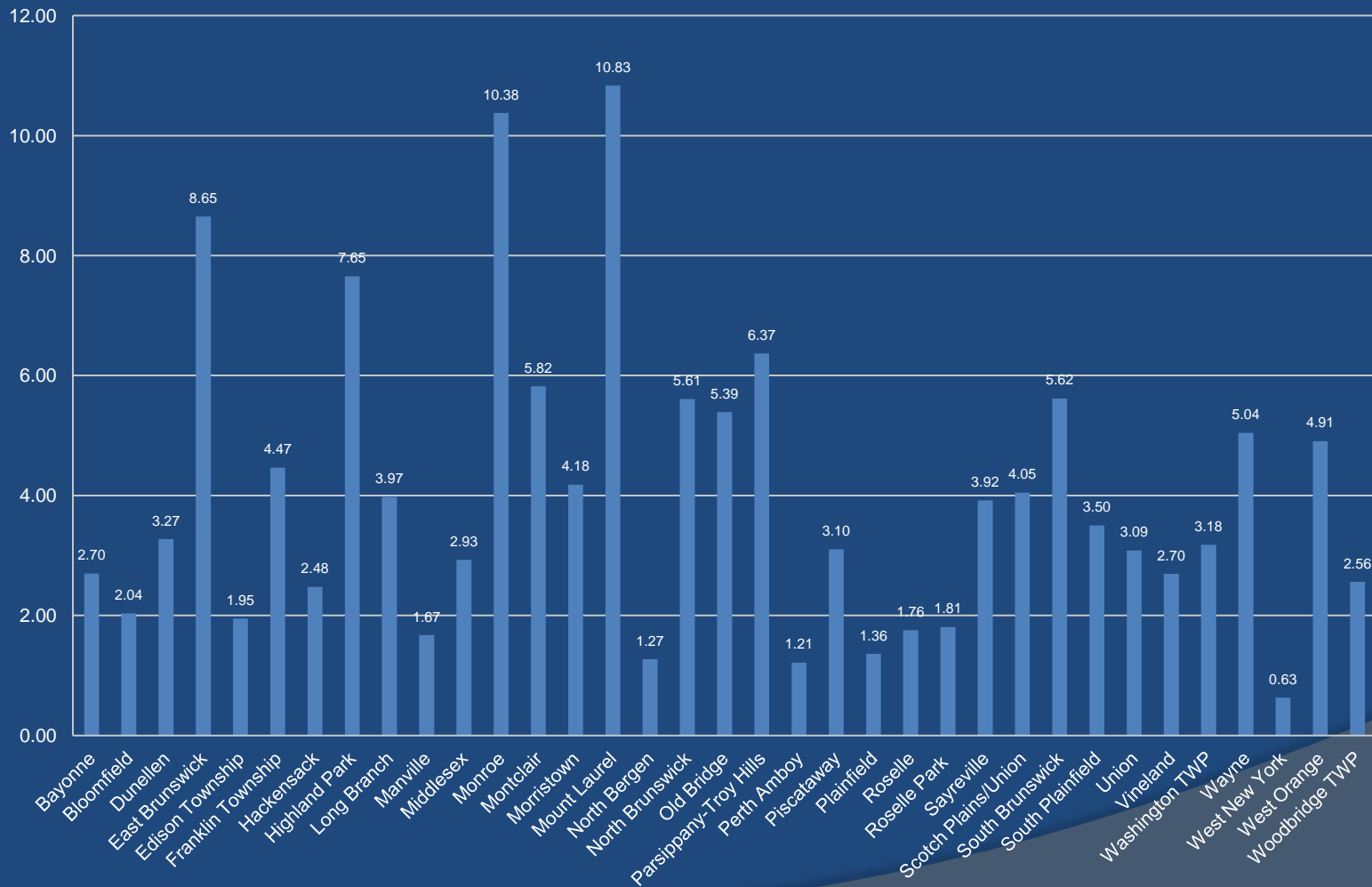
## Total Material Expenditures Per Capita -- 2011



# Comparative Statistics

Piscataway 2012: 2.82

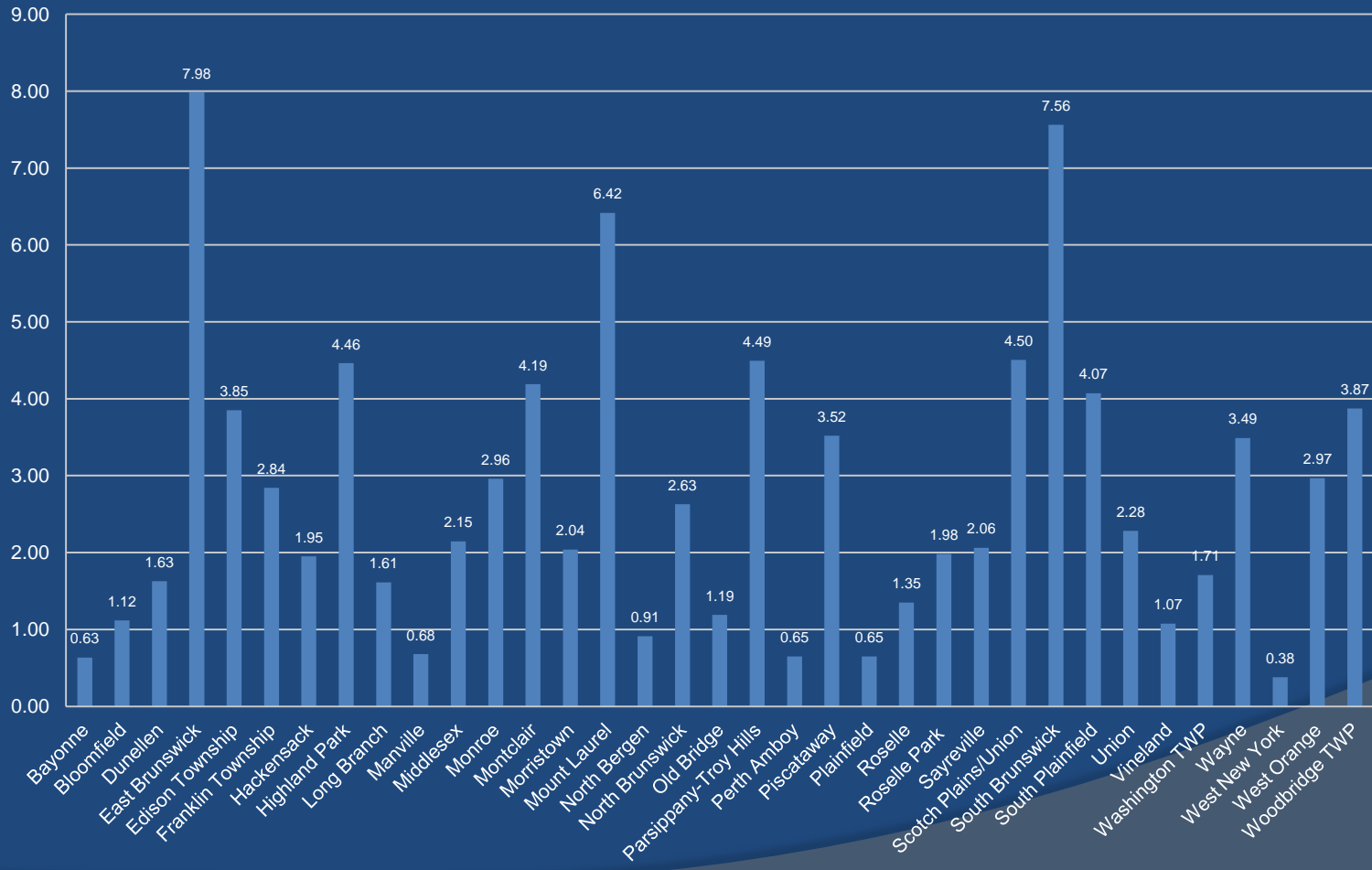
## Adult Circulation Per Capita -- 2011



# Comparative Statistics

Piscataway 2012: 3.34

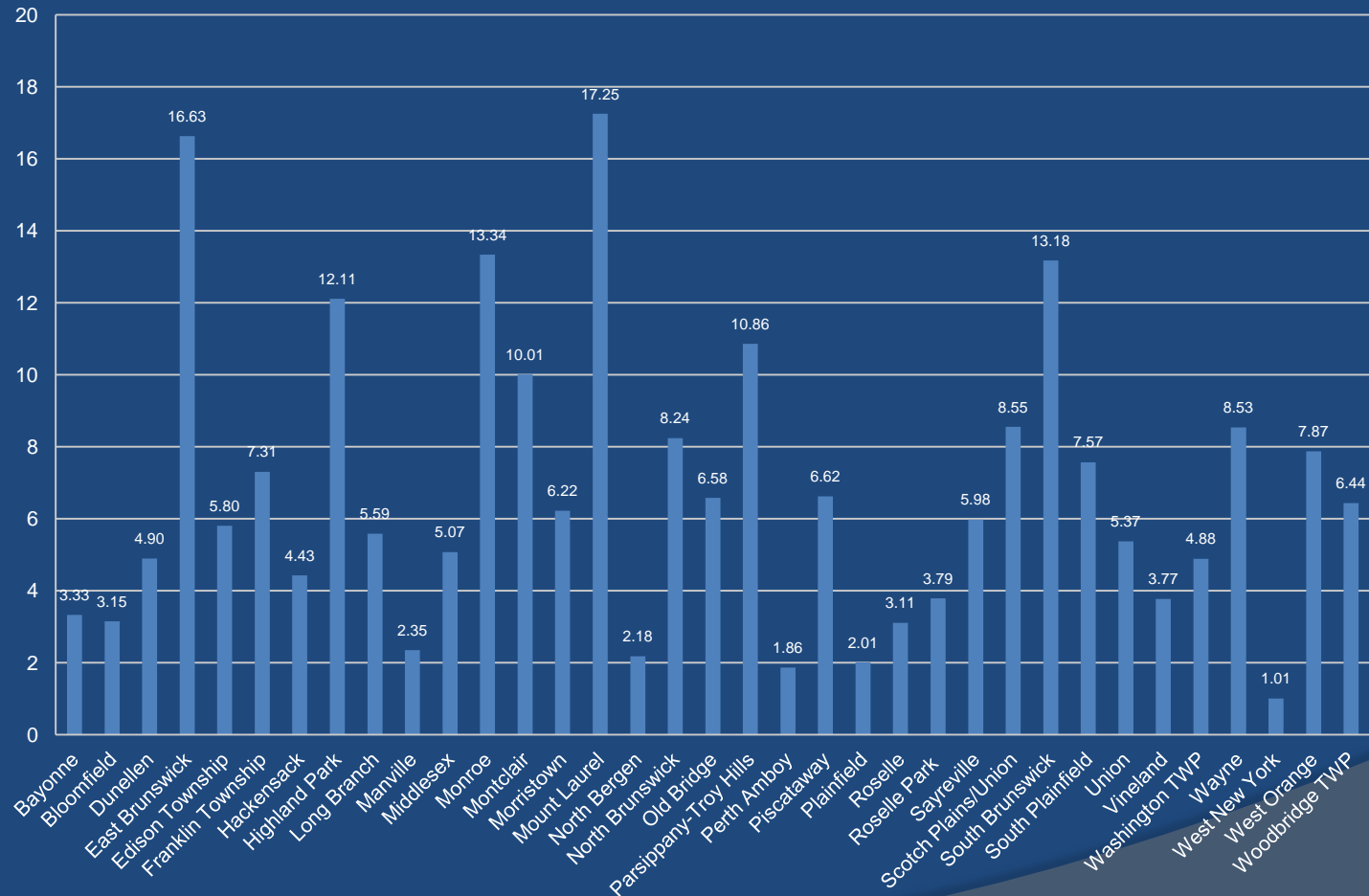
## Juvenile Circulation Per Capita -- 2011



# Comparative Statistics

Piscataway 2012: 6.73

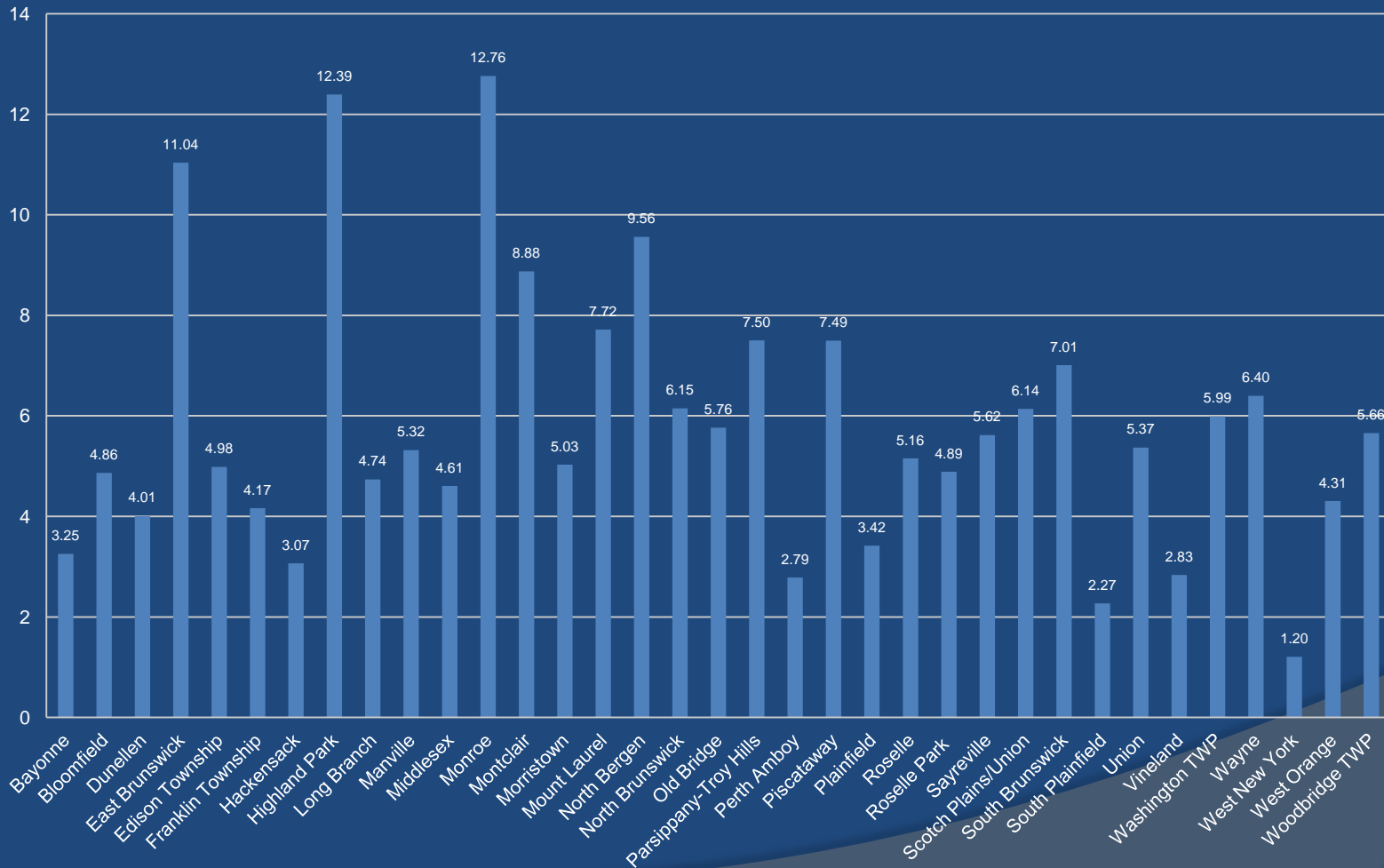
## Total Circulation Per Capita -- 2011



# Comparative Statistics

Piscataway 2012: 7.90

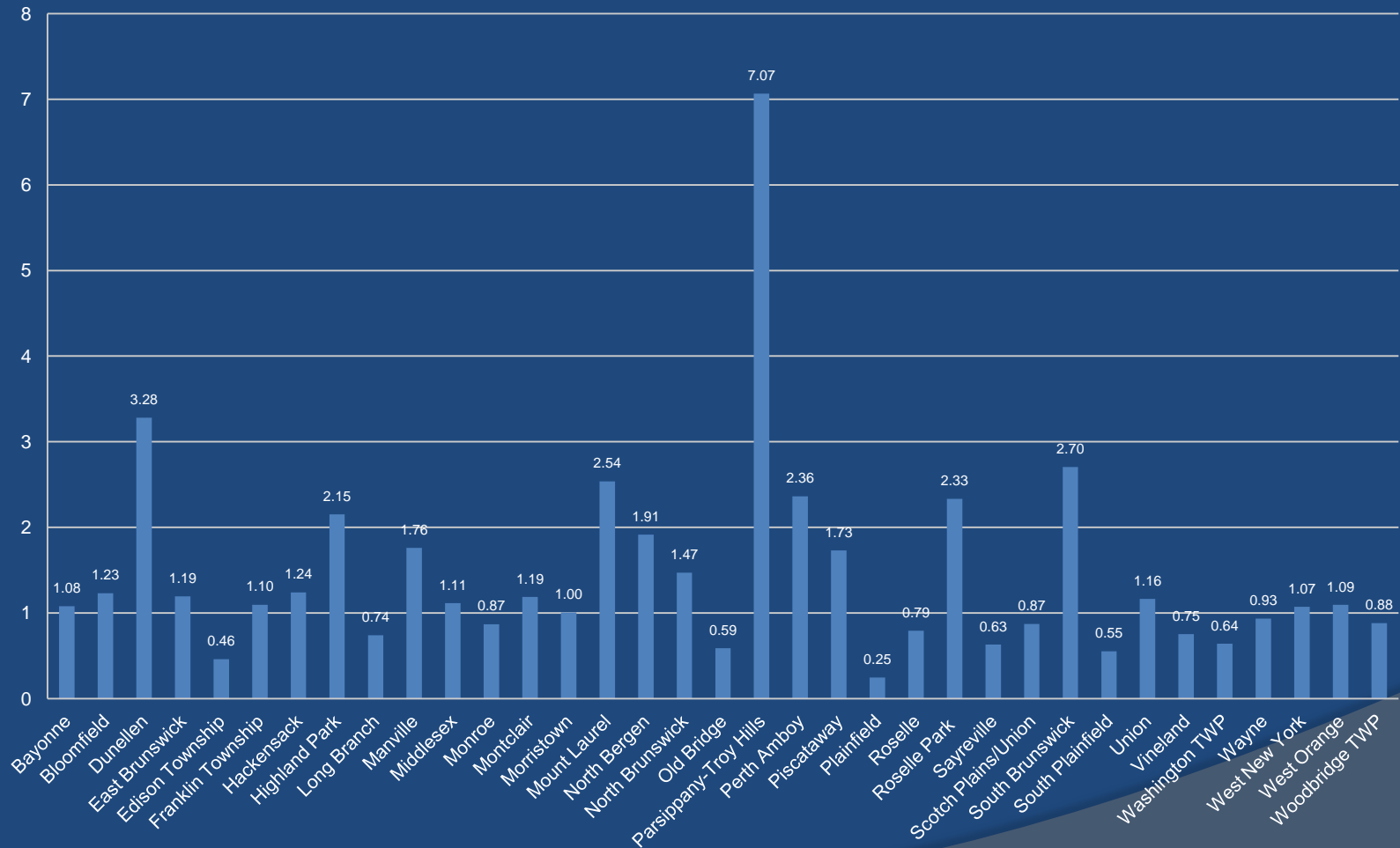
## Library Visits Per Capita -- 2011



# Comparative Statistics

Piscataway 2012: 1.74

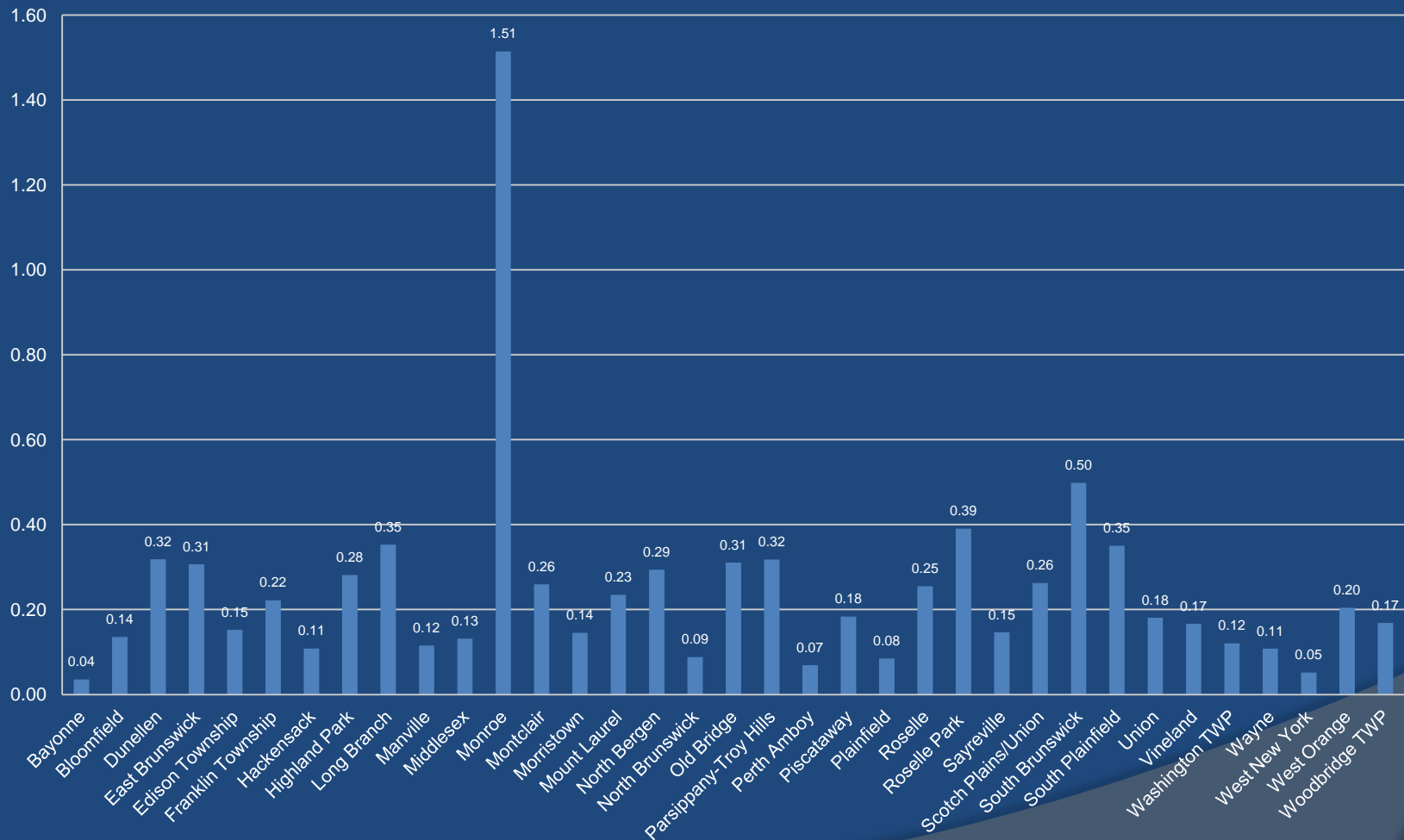
## Public Internet Users Per Capita -- 2011



# Comparative Statistics

Piscataway 2012: .24

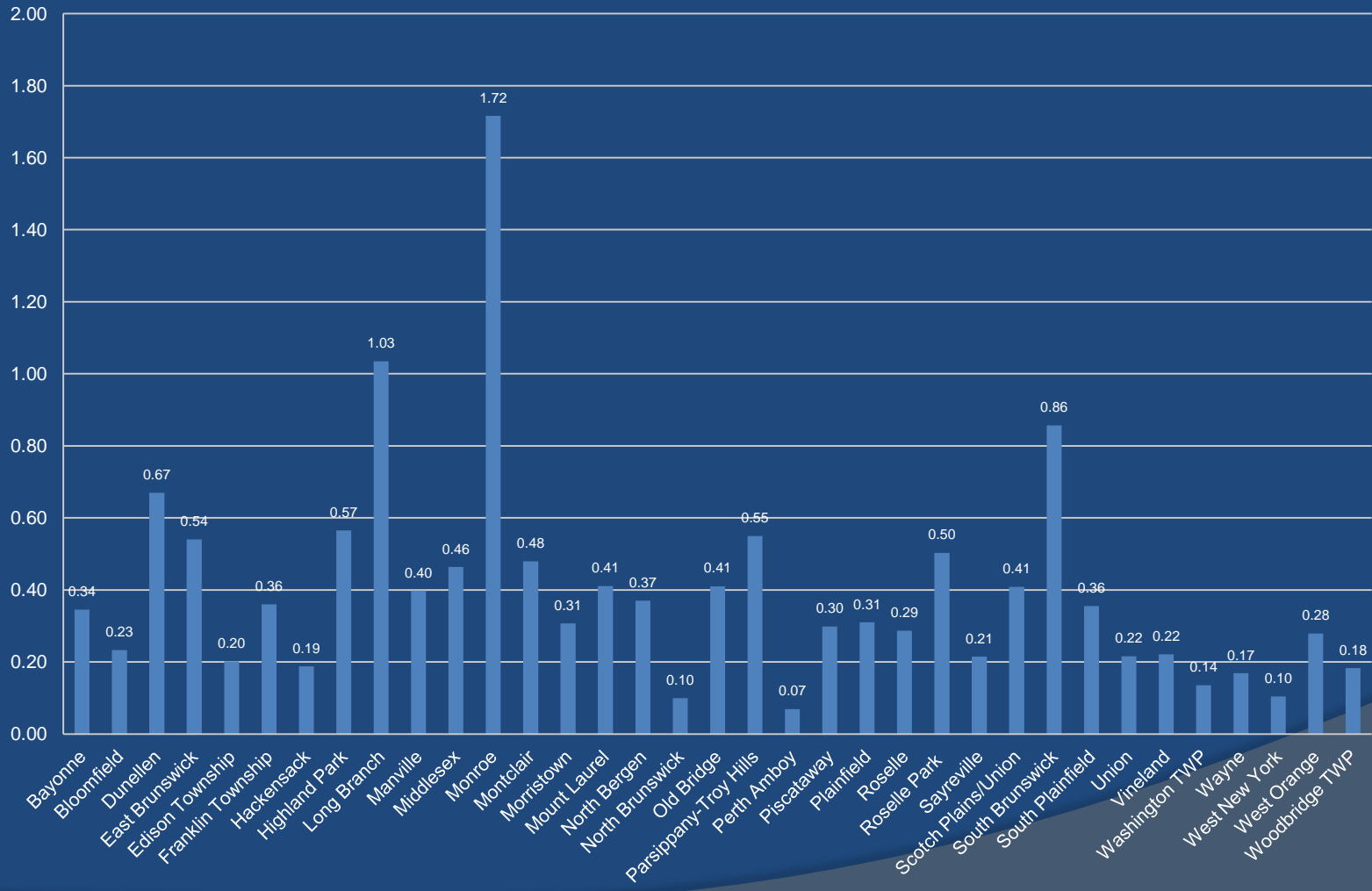
## Children's Program Attendance Per Capita -- 2011



# Comparative Statistics

## Program Attendance Per Capita -- 2011

Piscataway 2012: .31

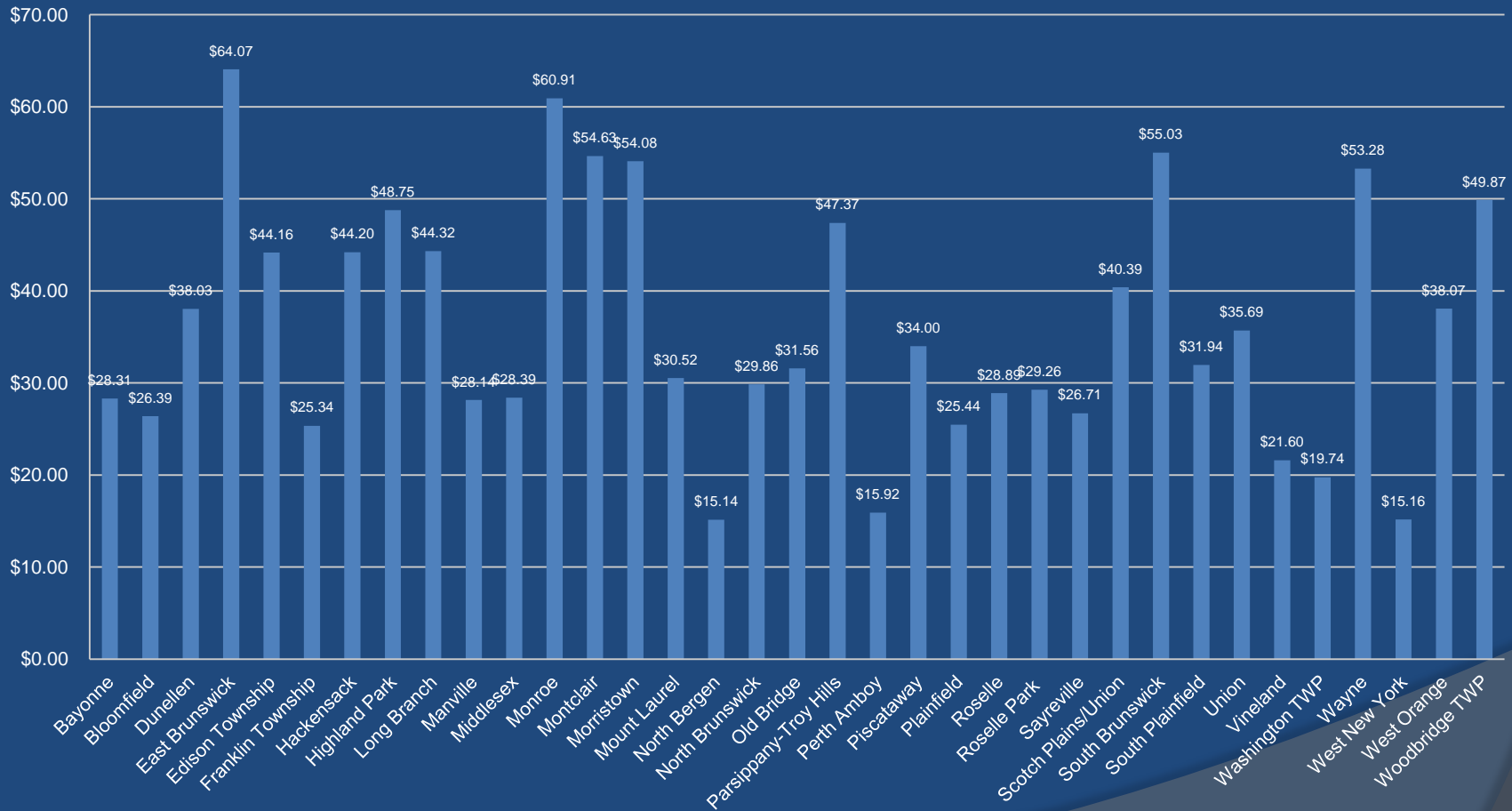




# Comparative Statistics

## Total Personnel Costs Per Capita -- 2011

Piscataway 2012: \$33.00



# 2013 Goals

- ⦿ Open MiY:makeityourself Maker Space to the community and explore partnerships
- ⦿ Renovate Children's Room at the Kennedy Library
- ⦿ Use capital funds to improve bathrooms at the Kennedy Library
- ⦿ Increase diversity programming
- ⦿ Promote LMXpress App