



PISCATAWAY
public library

Annual Report 2013

EXECUTIVE SUMMARY

In 2013, Piscataway continued tailor our services to the diverse and evolving needs of the community.

In January 2013, the Piscataway Public Library opened the Make it Yourself (MiY) maker space, the first maker space in a public library in New Jersey. Since then we have had programs in robotics, electronics, sewing, 3D Design and printing and music production. In the summer we hosted our first maker camp, as a SUPER Affiliate for Make Magazine's Maker Camp, a six week program for youths, 12-18 years old. This June at the New Jersey Library Association Conference, Piscataway Public Library was presented with an Innovation Award from the New Jersey State Library for our MiY initiative. In November the library started open hours for the maker space, and multiple entrepreneurs have utilized the space to create prototypes for the ventures. We hope to continue to support this generation and the next generation of makers for years to come.

Increased usage of e-Content lead the library to increasing our funding for ebooks, and online databases such as Gale Virtual Reference. The addition of Zinio provides full downloadable magazine issues to all Piscataway residents. In 2014, we are again looking to provide more funds for eBooks to serve the increasing demand.

The library continues to be dedicated to pursuing grants to supplement the services we can offer to our community. In 2013 the library was awarded the Middlesex County Cultural and Heritage Grant, the New Jersey State Library Innovation Award and a Cove Point Foundation Grant. For 2014, the library has already been awarded aFINRA/ALA Financial Literacy Grant and a Cognizant Making the Future Grant!

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. 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.



E CONTENT STATISTICS

Downloadable Materials	2011	2012	2013	One Year Difference
eAudio Books	2230	1941	2,866	+ 48 %
eBooks	1599	4547	6,599	+ 45 %
Zinio			2249	

In 2013, the Libraries of Middlesex Automation Consortium added the Zinio service. Zinio allows library patrons to download full issues of nearly 120 magazines. Through December 31, 2013, 195 Piscataway library users have already downloaded magazines.



EBOOKS @ PPL

- ebook downloads increased by 48% in 2013.
- Kindle format books accounted for 59% of all ebook downloads in 2013.
- Piscataway residents now have access to over 5,551 Fiction, 1028 Non Fiction, and 1,126 Children and teen ebook titles in a variety of formats.
- Piscataway residents downloaded 9,465 titles, audio books and ebooks in 2012, compared to 6,488 in 2011.



MOST POPULAR BOOKS 2013

Adult Titles	Author
Fifty Shades of Grey	James, E.L.
Alex Cross, Run	Patterson, James
Private Berlin	Sullivan, Mark T.
The Bone Bed	Cornwell, Patricia
The Husband List	Kelly, Dorien
Notorious 19	Evanovich, Janet
Until the End of Time	Steel, Danielle
NYPD Red	Patterson, James
The Walking Dead: A continuing story of survival horror	Kirkman, Robert
The Racketeer	Grisham, John

Children's Titles	Author
Diary of a Wimpy Kid: Greg Heffley's Journal	Kinney, Jeff
Diary of a Wimpy Kid: Cabin Fever	Kinney, Jeff
Diary of a Wimpy Kid: Rodrick Rules	Kinney, Jeff
Hop on Pop	Doctor Seuss
The Very Hungry Caterpillar	Carle, Eric
Diary of a Wimpy Kid: Dog Days	Kinney, Jeff
Diary of a Wimpy Kid: The Ugly Truth	Kinney, Jeff
Diary of a Wimpy Kid: The Last Straw	Kinney, Jeff
Pirates Past Noon	Murdocca, Sal
One Fish, Two Fish, Red Fish Blue Fish	Doctor Seuss

Young Adult Titles	Author
Thirteen Reasons Why	Asher, Jay
Catching Fire	Collins, Suzanne
The Hunger Games	Collins, Suzanne
Elsewhere	Zevin, Gabrielle
Mockingjay	Collins, Suzanne
Bad Boy a Memoir	Myers, Walter Dean
So B. It	Weeks, Sarah
Vampire Knight	Kimura, Tomo
The Perks of Being a Wallflower	Chbosky, Stephen
Peak	Smith, Roland



TECHNOLOGY UPDATES



- Added new electronic signs in front of both branches.
- Added Verizon MiFi to provide backup internet access and access at outreach events
- Switched phone system at Kennedy Library to VOIP to replace obsolete equipment



PUBLIC COMPUTER USAGE

2013	# of Logins	% Change from 2012	Total Hours	% Change from 2012	# of Sessions	% Change from 2012
Kennedy Branch	12,972	-16.94%	24,918	-2.93%	46,329	-10.08%
Westergard Branch	12,298	-7.16%	24,321	+8.91	44,012	-1.14%



2013 WEBSITE STATISTICS

- New website in August 2013
- 193,452 visits to website
- 444,705 website page views
- 126,176 unique visitors
- Top five most popular pages
 - Research Tools
 - Library Schedule
 - Kids Kapers
 - Events Calendar
 - Meeting Room Calendar
- 847 subscriptions to Piscataway Public Library E-newsletter, increase of 21% from 2012
- 497 subscriptions to Kids Kapers E-newsletter, increase of 16% from 2012

The screenshot shows the Piscataway Public Library website homepage. At the top left is the library logo, which includes a stylized book and a globe. To the right of the logo is the text "PISCATAWAY public library". Further right is a search bar labeled "Search Library Catalog" with a "Keyword" input field and a "Go" button. Below the search bar are links for "Library Catalog / Renew / Place Holds" and "Pay Fines Online".

The main content area is divided into several sections:

- UPCOMING EVENTS:** A list of events including "Makerspace Open" (01/24/2014 - 3:00pm to 5:00pm in the MIY Lab), "Chocolate Cravings" (01/24/2014 - 2:15pm to 4:00pm in the Westgard Training Room), "HARI Singers Young Artists Series" (01/26/2014 - 3:00pm to 4:30pm in the Kennedy Main Mtg Room), "Rhyme Time" (01/27/2014 - 10:30am to 11:00am in the Kennedy Main Mtg Room), and another "Makerspace Open" (01/27/2014 - 3:00pm to 5:00pm in the MIY Lab). A "more" link is provided at the end of the list.
- UPDATES:** A section titled "Welcome to Piscataway Public Library" with a "NEWS" arrow pointing down. It lists items such as "China Treat", "Yarn Lane", "Bibliomani", "Culic: Culicena", "Ms. Liberty is Here!", "Summer Dan", "The Bathroom Kid", "Pawel: I'm", and "Beasts of the southern wild".
- CURRENT HAPPENINGS:** A section titled "Library Open Today" stating that both branches are open at 10AM, 1/22, with a link to "Be sure to check out our econtent offerings: http://piscatawaylibrary.org/econtent". Below this is a "Featured Database : Books & Authors" section with a "Books & Authors" icon and a description: "Searching for your next great read has never been easier than before. Books & Authors combines all the informational advantages of internet searching with the serendipity of library aisle browsing." A "Read more" link is present.
- PISCATAWAY PUBLIC LIBRARY E-NEWS:** A section titled "Stay informed on our latest news!" with a "UNSUBSCRIBE" button and a "Previous Issues" link.
- social media:** A row of social media icons for Facebook, Twitter, YouTube, Pinterest, Tumblr, and Instagram.
- eReader Help:** A section titled "eReader Help" stating: "Did you know that your library has eBooks and eAudiobooks available for download for FREE from eLibraryNJ.com? One of our eReader experts will be available Wednesdays, 7:00-9:00 pm at Westgard Library to help you get started with downloadable books. For more information on downloadable books call either library! Read more."

At the bottom of the page, there is a small line of text: "Locations: John F. Kennedy Library 500 West Lane, Piscataway, NJ 08854 732-662-1433 | Westgard Library 10 Hurry Ave, Piscataway, NJ 08851 732-751-1164".



SOCIAL MEDIA

Facebook	2011	2012	2013	One Year Increase
Likes (Fans)	351	543	704	30 %

Twitter	2011	2012	2013	One Year Increase
Tweets (Posts)	221	466	902	94%
Followers (Fans)	182	250	352	41%

Instagram	2013
Posts	57
Followers	88
Likes	569



WESTERGARD BRANCH

One of the focuses for 2013 at the Westergard Branch was improving services to job seekers, which was accomplished by creating a dedicated job search computer terminal; developing and moving the print career collection to a highlight location toward the front of the building; and partnering with the Professional Services Group of New Brunswick (PSGNB) to offer a weekly meetup for job seekers. The job search computer was launched on June 24, and logged 90 sessions before the end of 2013.

The Branch also increased the number of programs hosted in the teen room at Westergard, including a variety of food crafts, Make It Yourself programs like Maker Thursdays, and Viral Video Science Demonstrations.

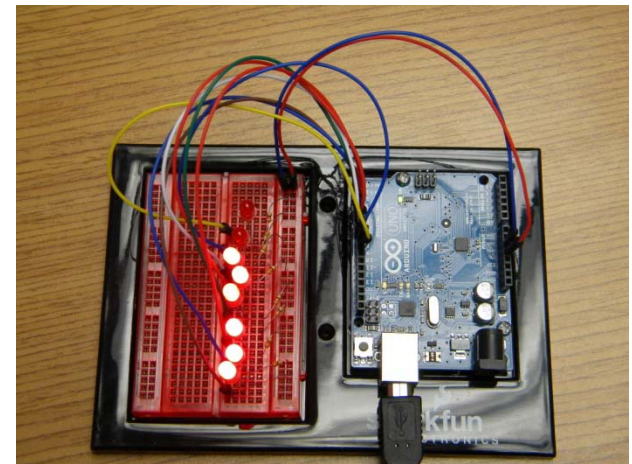
In an effort to better assist the community with technology questions, Westergard has added three weekly drop-in programs that provide one-on-one assistance: eReader Help, AskAnything: Smartphones and AskAnything: Tech Support.

2013	Programs	Attendance
Adult Programs	114	741
Young Adult Programs	70	993



ADULT AND YOUNG ADULT SERVICES

- 207 Adult and Young Adult library programs were held at the Kennedy Branch in 2013. Attendance for programs was 3,374.
- In January 2013, the library opened the first maker space in a public library in New Jersey. The grand opening of the space was attended by over 250 community members.
- The library hosted community building programs such as the Immigrant Experience and the Veteran's Roundtable.
- The library formed a partnership with the Professional Services Group of New Brunswick to help job seekers with their resumes and their job searches.



ADULT AND YOUNG ADULT SERVICES (CONTINUED)

- Proctored 52 exams for distance-learning colleges.
- Delivered materials to 10 homebound patrons on a monthly basis, including Parker Nursing Home residents. Also, lead first book discussion at Parker Nursing Home
- Adult Summer Reading had a record 221 participants compared to 96 in 2012.
- 85 teens participated in Teen Summer Reading.



CHILDREN'S SERVICES PROGRAMS

Number of Programs	2011	2012	2013
Kennedy Branch	151	174	206
Westergard Branch	121	124	139
Outreach	110	153	156
Total	382	451	501

Program Attendance	Total
In-house programs	9,935
Outreach programs	4,283
Total 2013	14,218
Total 2012	13,123
Total 2011	10,285



CHILDREN'S OUTREACH

- The Children's Department staff visited area nursery schools and day care centers, presenting story times to 405 young children in the spring and 387 in the fall. The library also continued the Preschool Outreach Book Delivery to nursery schools and day care centers.
- The library visited Randolphville, Knollwood and Eisenhower schools, presenting storytimes, a puppet show and a library trivia game.
- The Children's Department staff have continue to visit two married student housing apartments at Rutgers, with over 40 people attending each story time.



CHILDREN'S SERVICES HIGHLIGHTS



- The Sandbox Blog had 52 child participants in the 4 contests offered in 2013. The blog received about 2,900 views in 2013.
- The Children's Department presented 5 diversity programs, including Chinese New Year, Sign Language, Cinco de Mayo, Diwali and a Muslim Journeys program. We hosted 195 attendees for the diversity programs in 2013.
- Increased Saturday programming was popular, including the following programs: Happy Birthday, Dr. Seuss, Mother's Day Tea, Donuts with Dad, Halloween Happenings and a Holiday program.

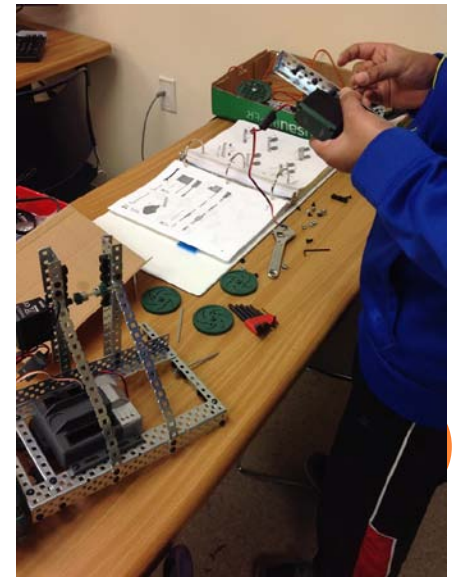


makeit yourself



- In January 2013, Piscataway Public Library opened the first public maker space in a NJ library with over 250 attendees.
- In the Summer of 2013, the library hosted a 6 week maker camp as a *SUPER Affiliate* for *Make Magazine's Maker Camp*.

- Other programs included robot making, sewing, Arduino, 3D Design and printing and music production.
- In November the library began to offer open hours in the maker space.
- Learn more:
<http://www.youtube.com/watch?v=e9zwRsyOs-Y&feature>



VOLUNTEERS

- In Children's Services, 85 junior library volunteers helped the library run the Summer Reading Club, donating 1,580 hours to the library this summer.
- 900 hours were completed by S.A.I.L. Volunteers in cooperation with the Piscataway School District and community volunteers.
- The library also benefitted from nearly 85 hours of volunteer time from Rutgers Library School students.



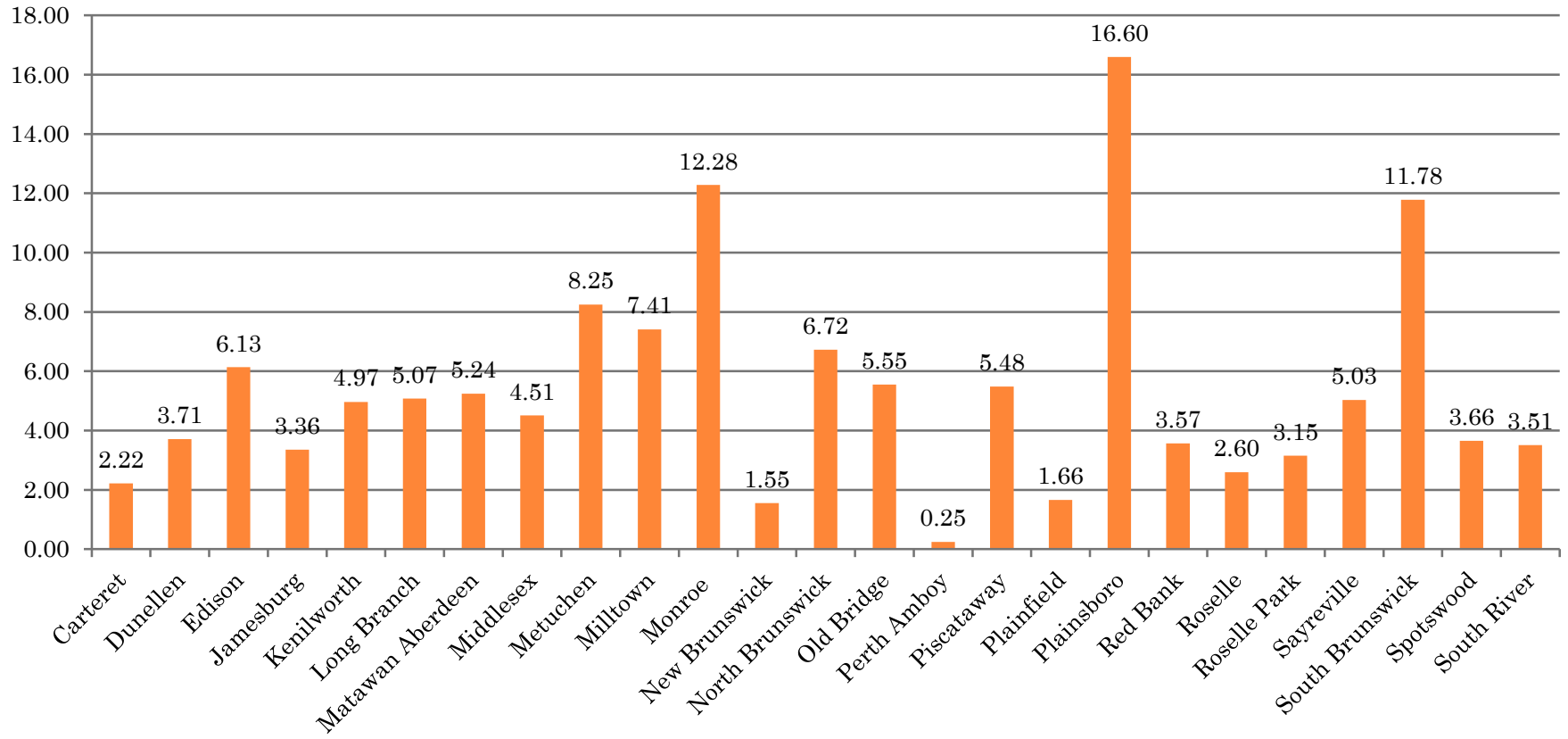
COMMUNITY INVOLVEMENT

- Piscataway Public Library hosted blood drives with New Jersey Blood Services, in 2013 our drives raised 180 units of blood
- Our library participated in the inaugural Relay for Life, where our team raised over \$3,900 for the American Cancer Society.
- The library partnered with Hapag Lloyd to collect food and gifts for children during the holiday season. All collections were donated to FISH Hospitality Program.



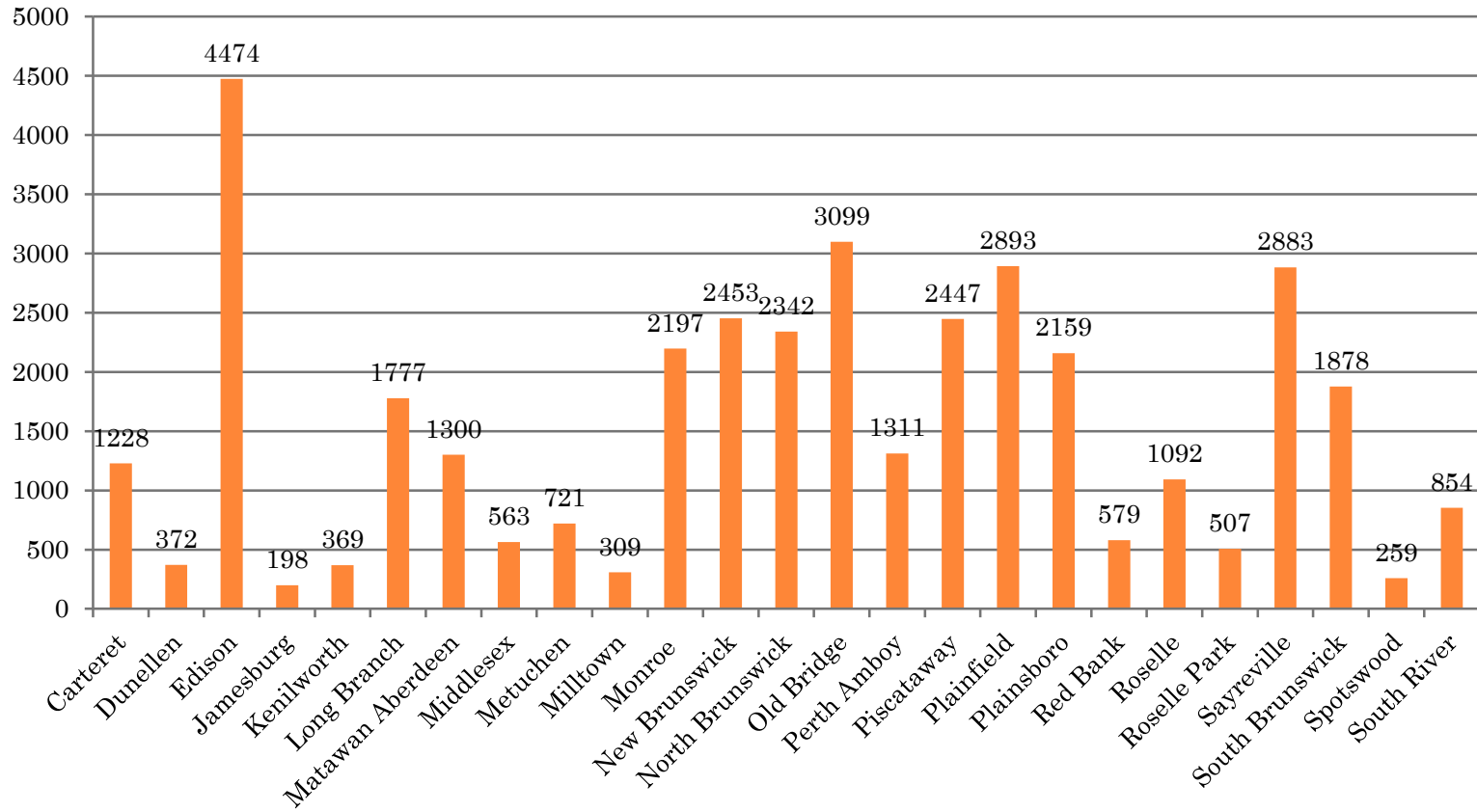
COMPARATIVE STATISTICS

Total Circulation Per Capita – 2013 LMXAC Libraries



COMPARATIVE STATISTICS

New Users – 2013 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

Piscataway Library Card Profile	Card Holders
Residents Adult	14,546
Residents Juvenile	5,197
Non Residents	957
Total	20,700

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, 2011 to December 31, 2013)

Library	Patrons	Population
Carteret	8111	22844
Dunellen	2393	7227
Edison	27006	99967
Jamesburg	1617	5915
Kenilworth	2454	7914
Long Branch	8486	30719
Matawan Aberdeen	8232	27020
Middlesex	3695	13635
Metuchen	4303	13574
Milltown	1957	6893
Monroe	16205	39132
New Brunswick	11196	55181
North Brunswick	13456	40742
Old Bridge	20791	65375
Perth Amboy	5422	50814
Piscataway	17430	56044
Plainfield	15322	49808
Plainsboro	12219	22999
Red Bank	3180	12206
Roselle	6130	21085
Roselle Park	3331	13297
Sayreville	14168	42704
South Brunswick	14600	43417
Spotswood	1614	8257
South River	16008	16008



COMPARATIVE STATISTICS

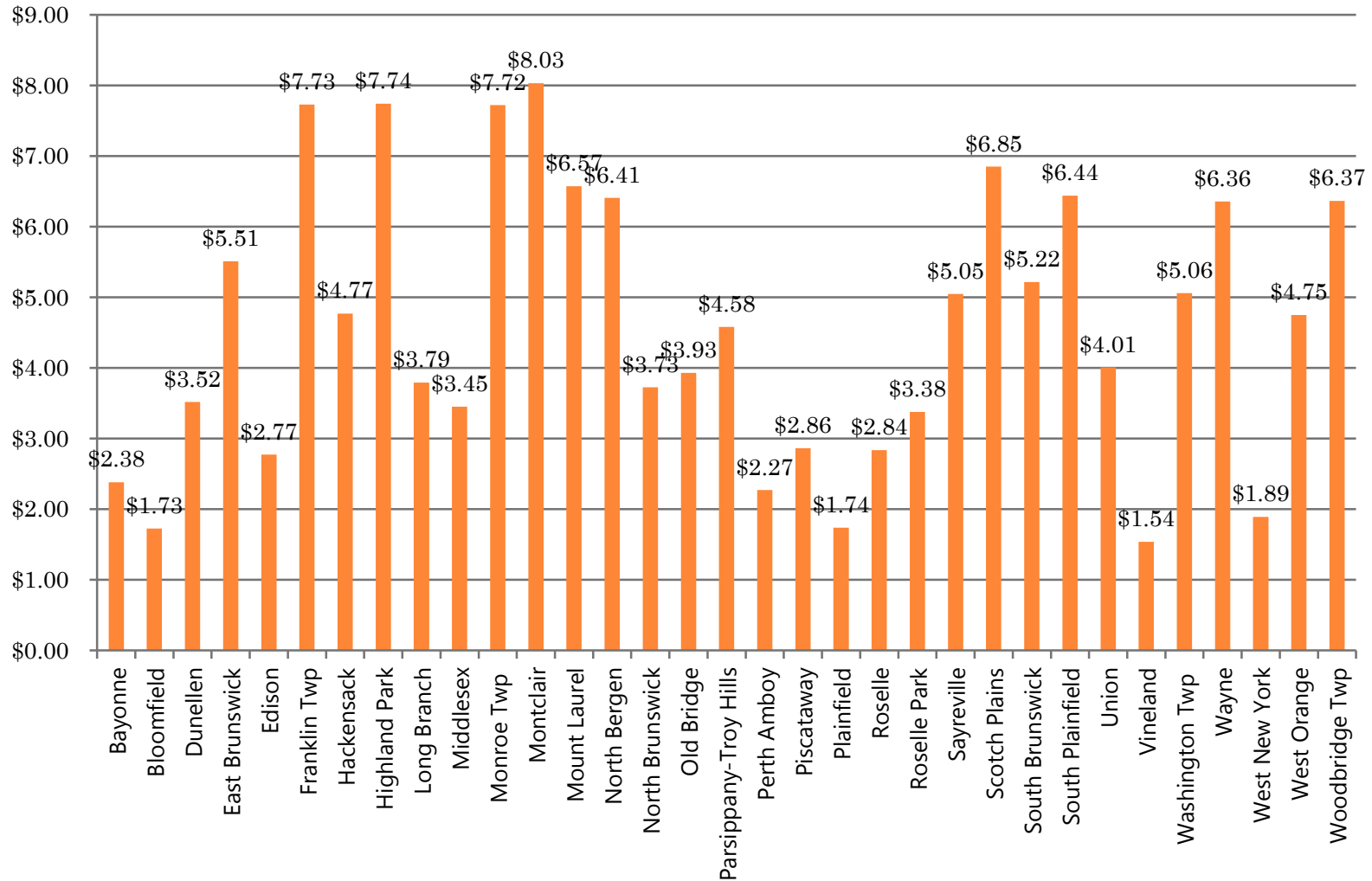
- Comparative Statistics on the following slides utilize statistics from the New Jersey State Library. (<http://lss.njstatelib.org/statistics>)
- The most recent statistics available from the NJ State Library are 2012 for the selected libraries.
- The library has added the 2013 value for Piscataway Public Library to each slide.



COMPARATIVE STATISTICS

Piscataway 2013: \$2.70

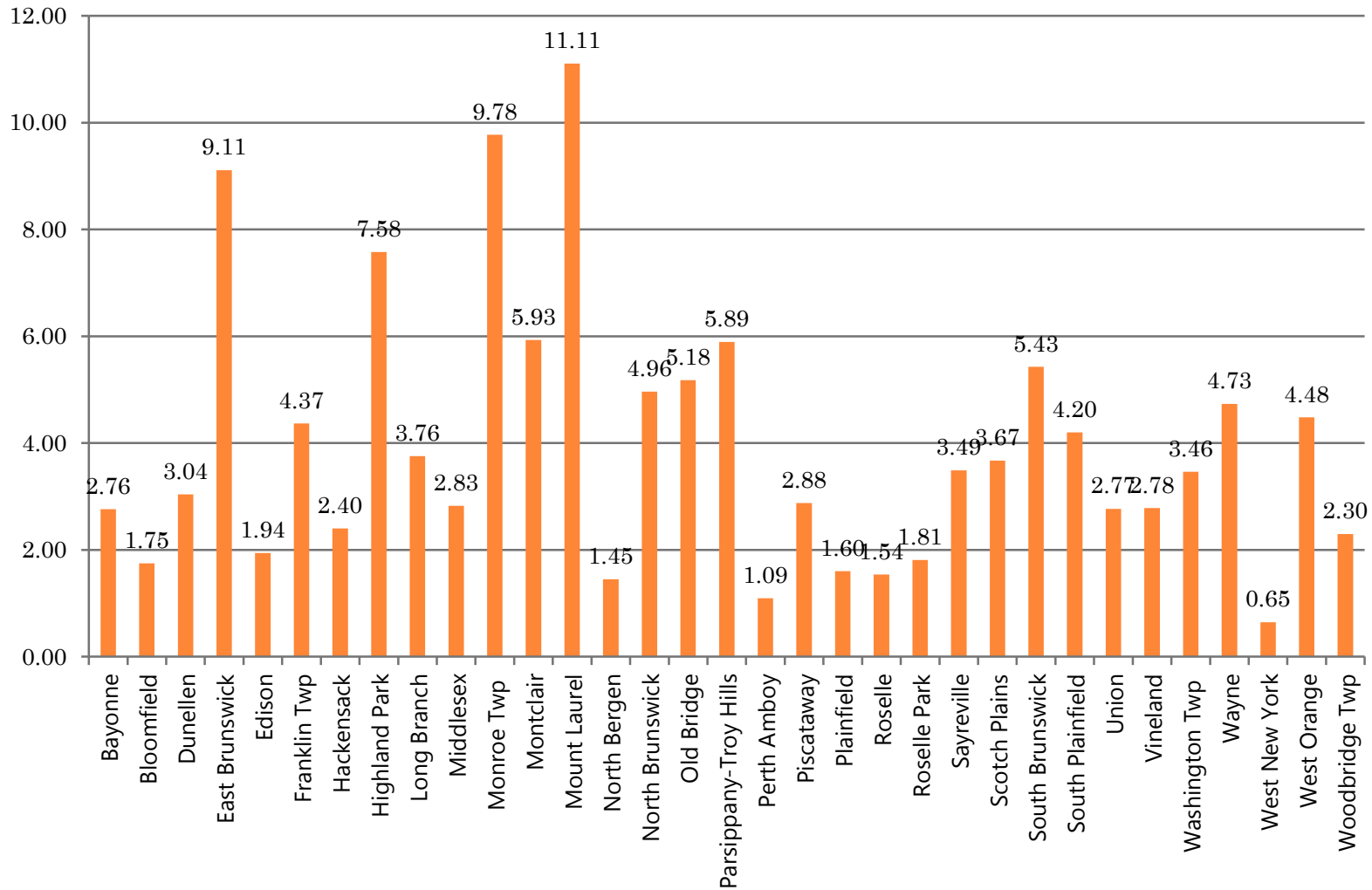
Total Materials Expenditures Per Capita -- 2012



COMPARATIVE STATISTICS

Piscataway 2013: 2.40

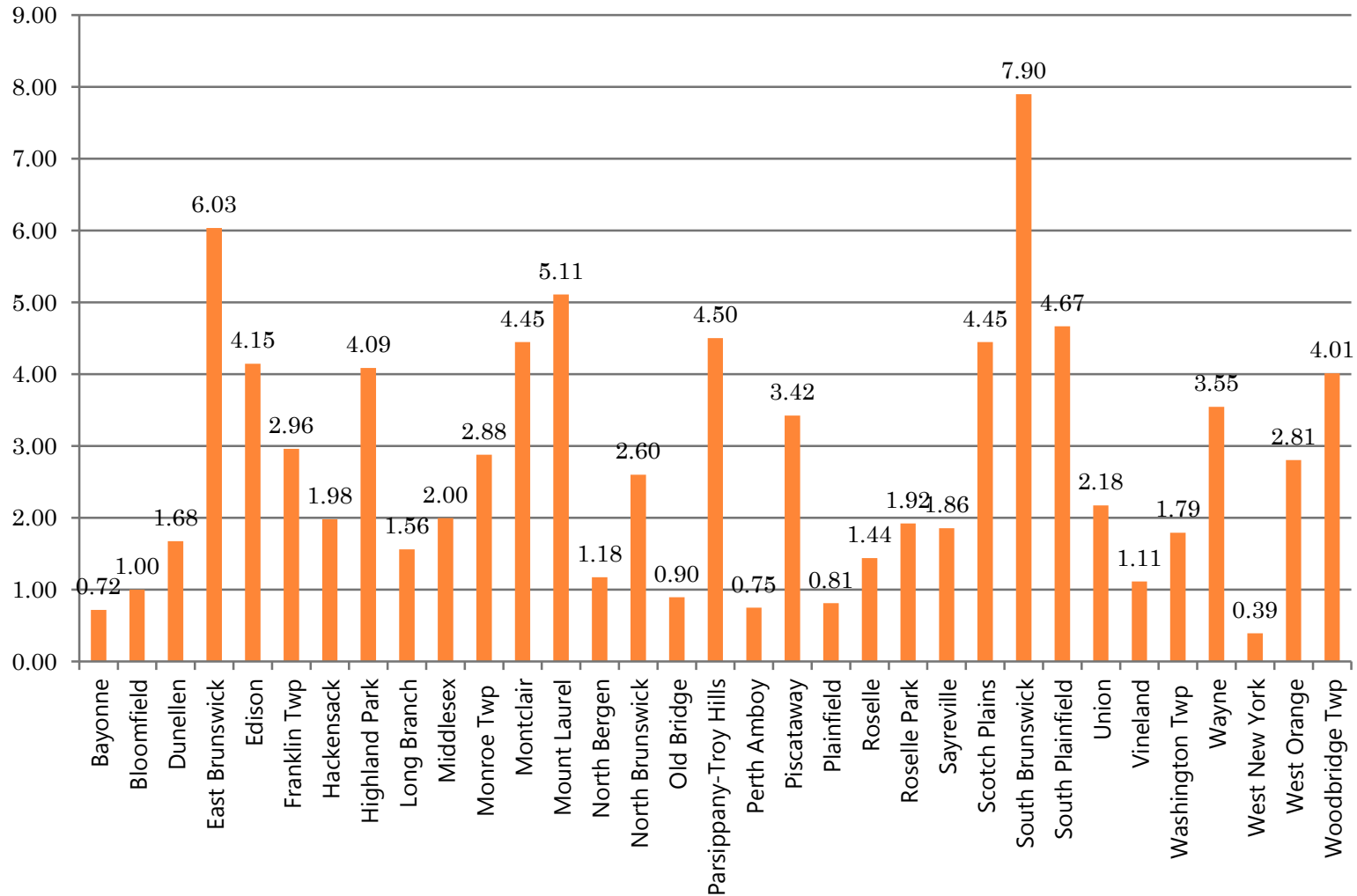
Total Adult Circulation Per Capita -- 2012



COMPARATIVE STATISTICS

Piscataway 2013: 3.06

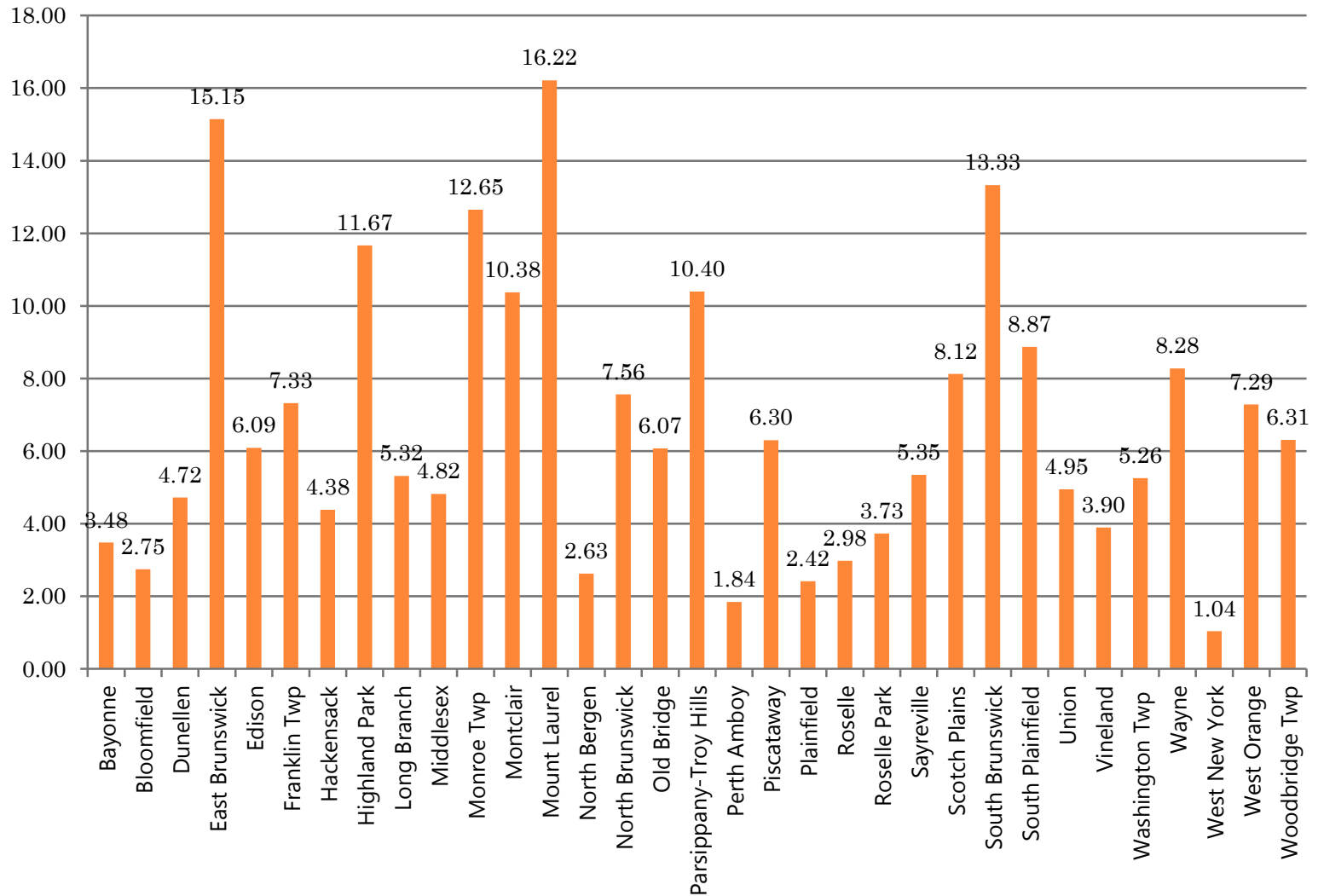
Total Children's Circulation Per Capita -- 2012



COMPARATIVE STATISTICS

Piscataway 2013: 5.69

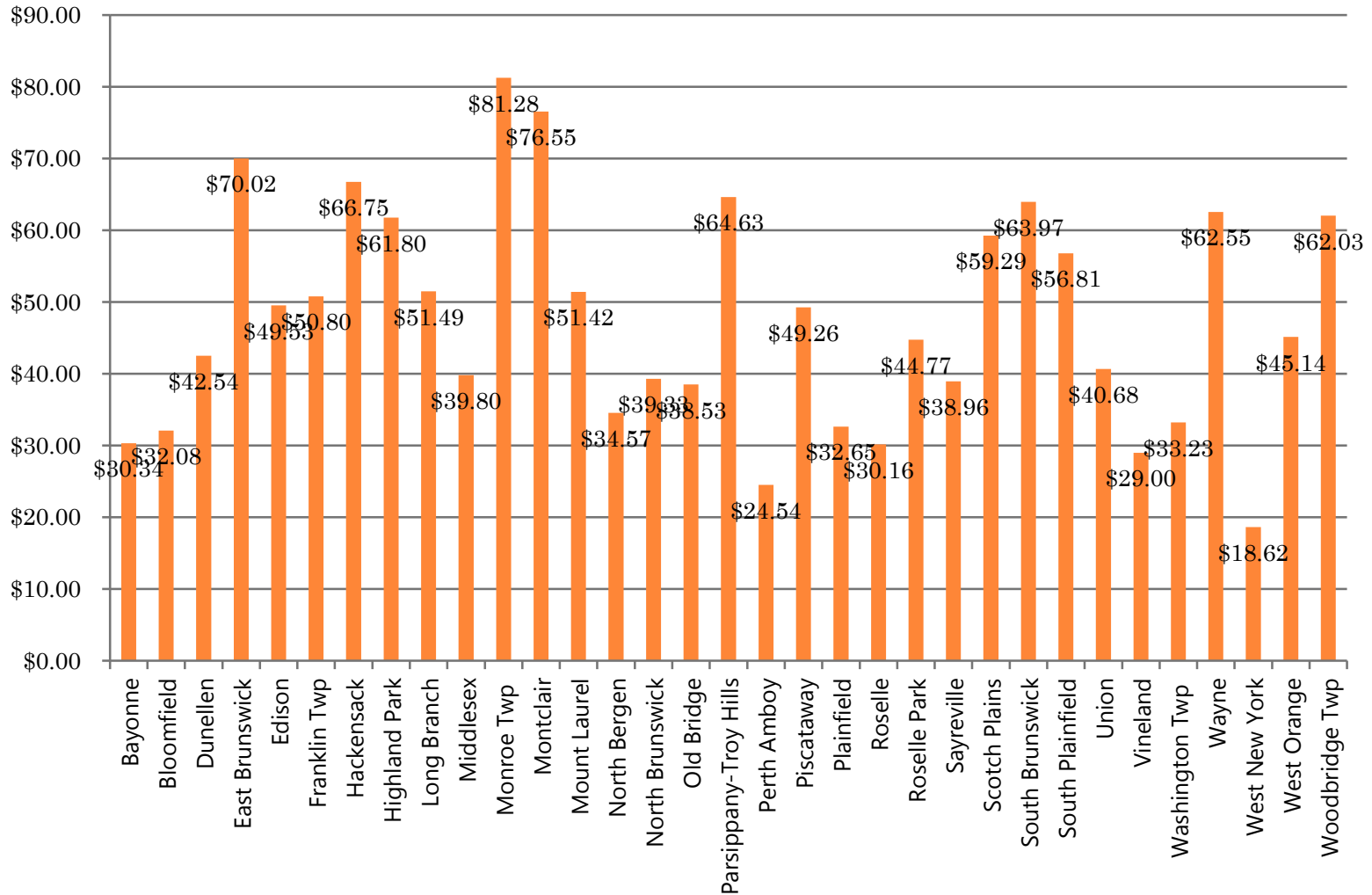
Total Circulation Per Capita – 2012



COMPARATIVE STATISTICS

Piscataway 2013: \$43.05

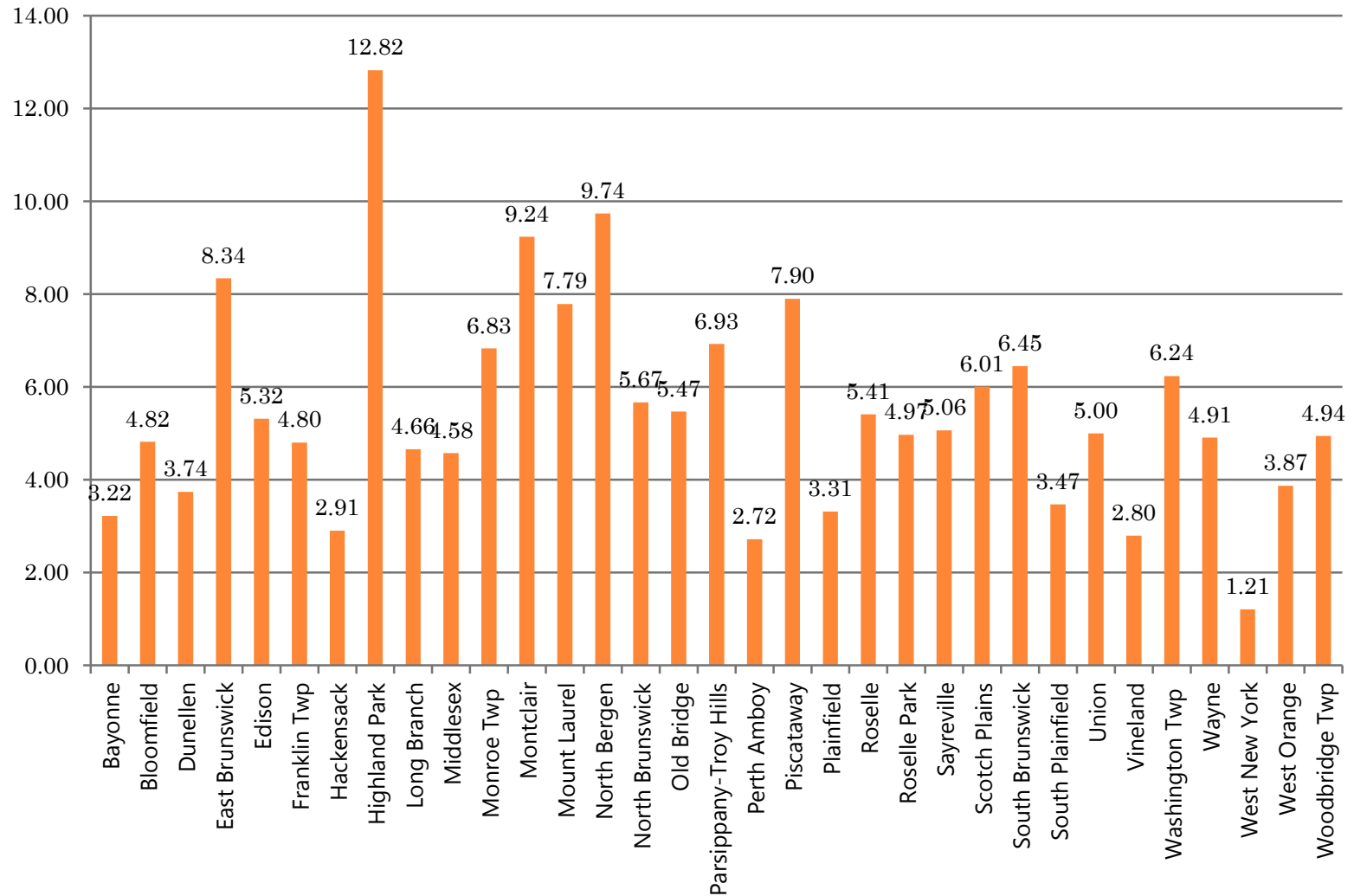
Total Expenditures Per Capita -- 2012



COMPARATIVE STATISTICS

Piscataway 2013: 5.74*

Library Visits Per Capita -- 2012



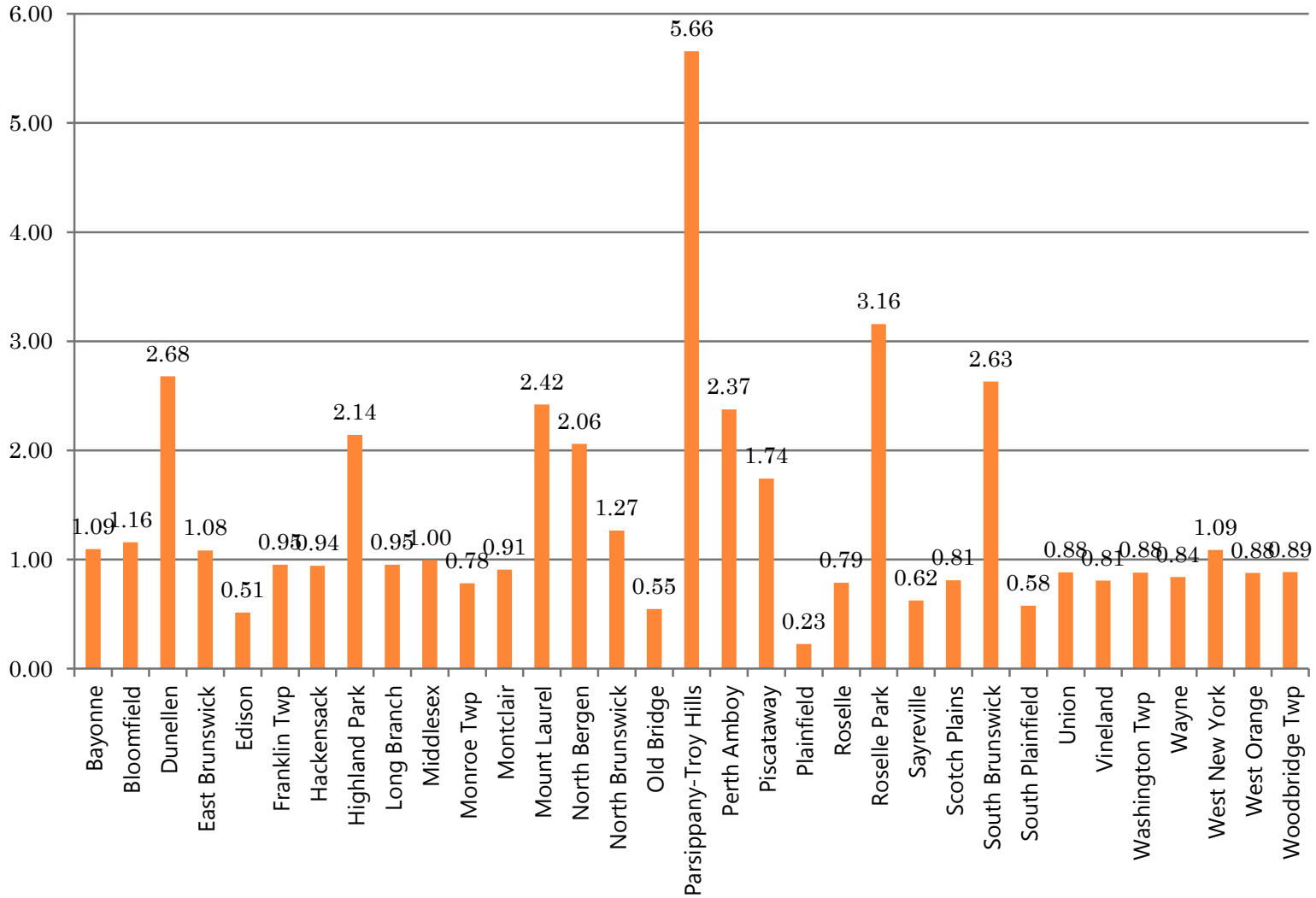
* 2012 attendance reflects post Superstorm library usage.



COMPARATIVE STATISTICS

Piscataway 2013: 1.64

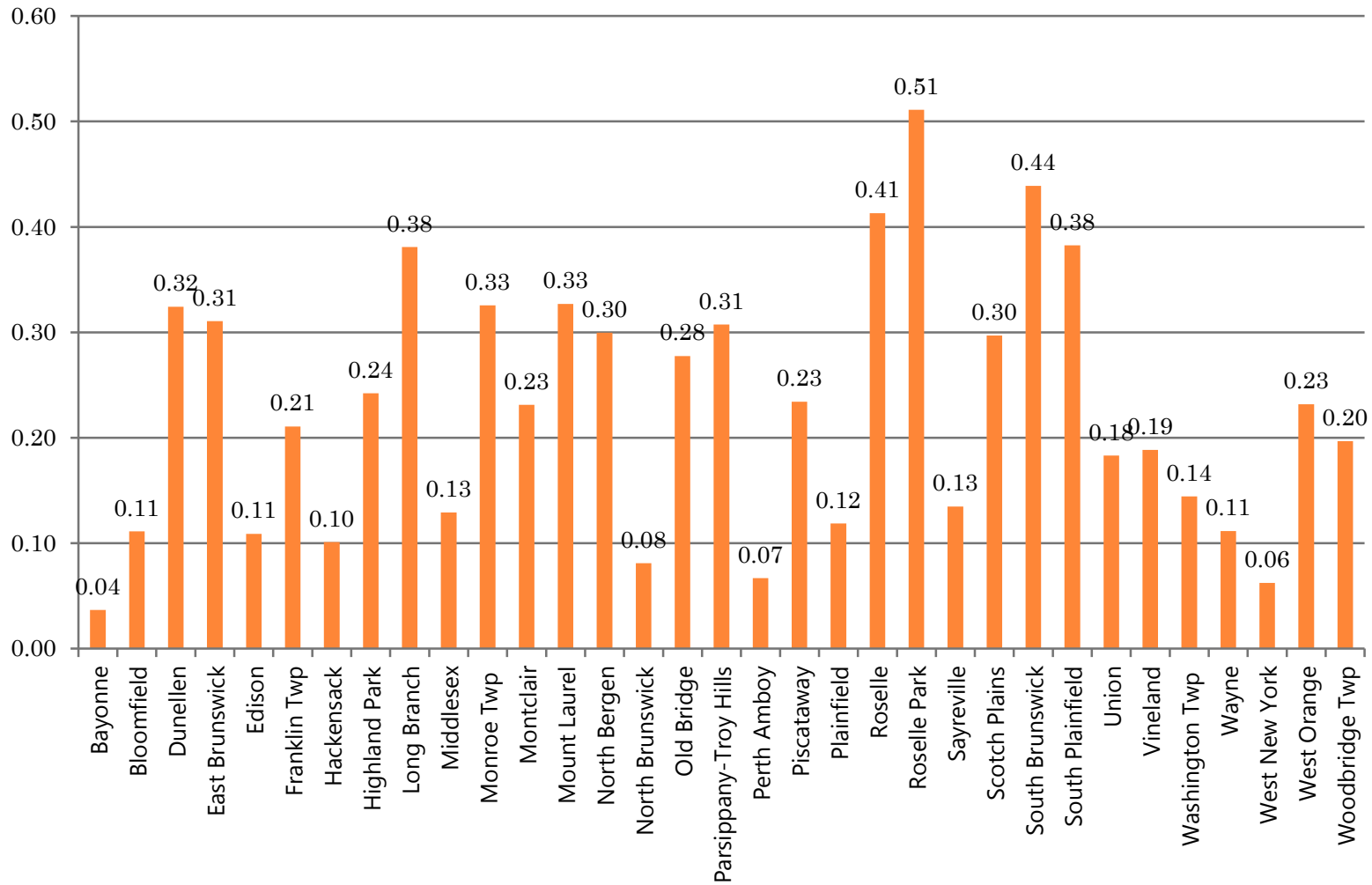
Public Internet Uses Per Capita -- 2012



COMPARATIVE STATISTICS

Piscataway 2013: .25

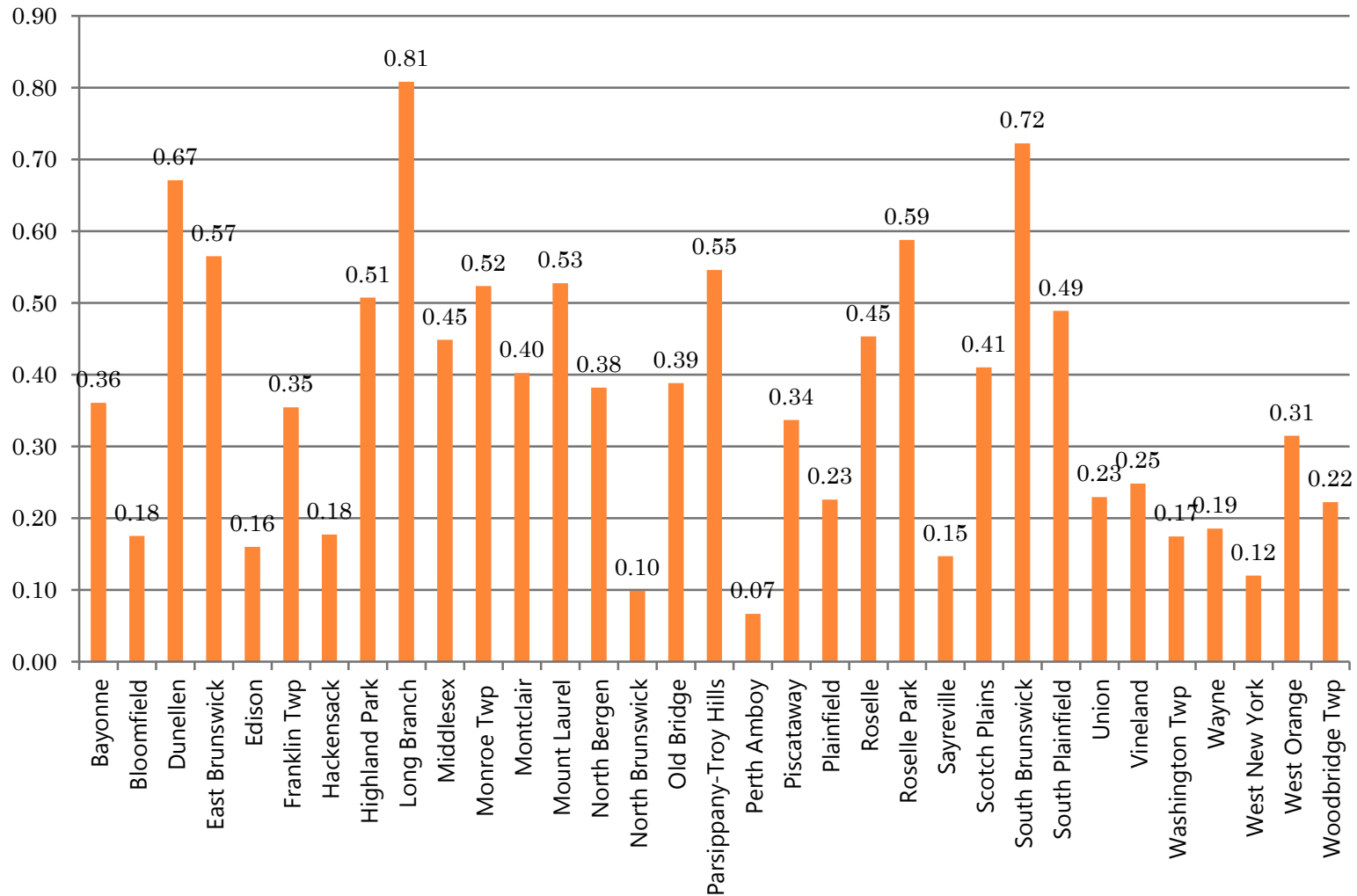
Children's Program Attendance Per Capita -- 2012



COMPARATIVE STATISTICS

Piscataway 2013: .30

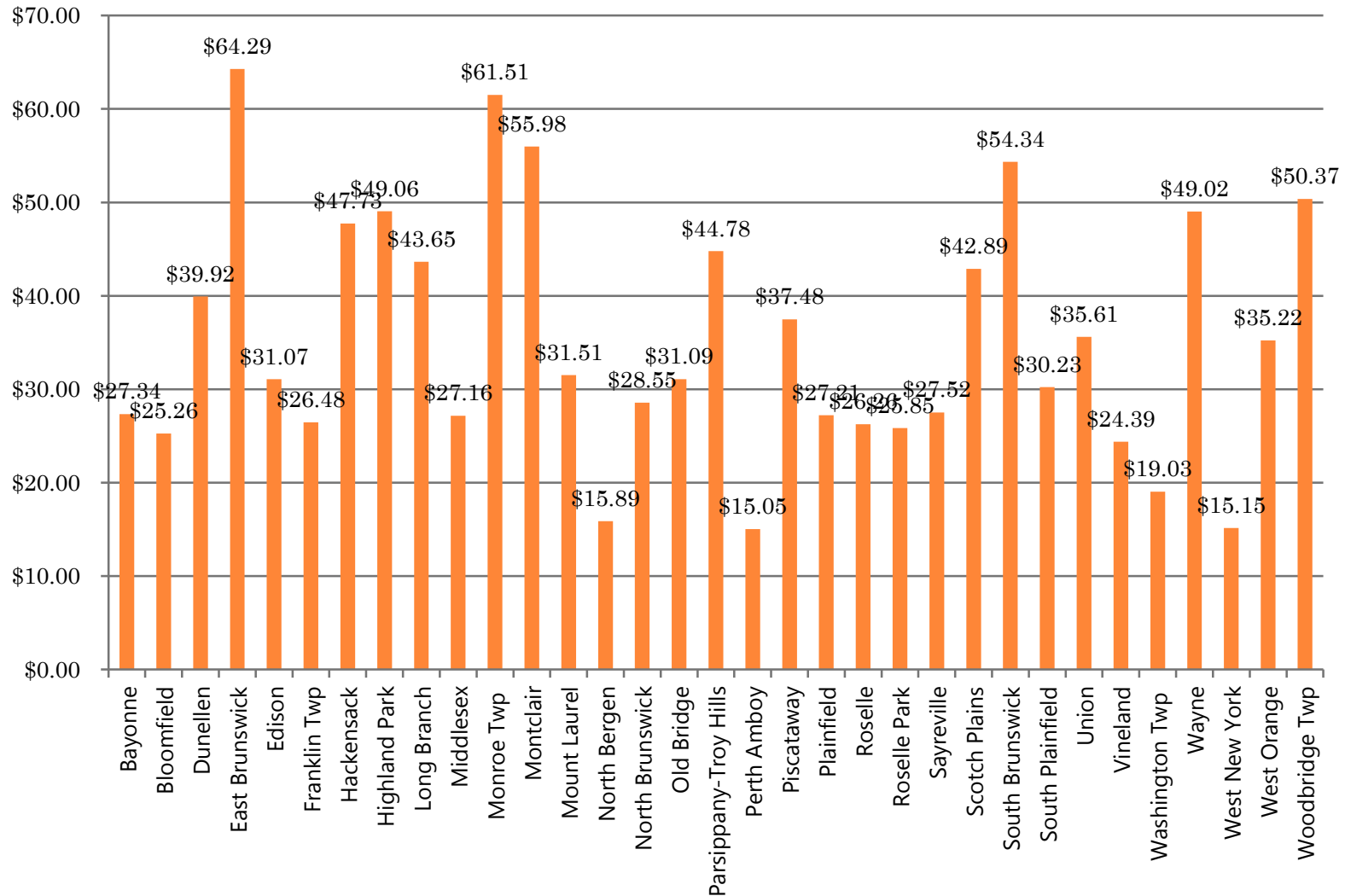
Program Attendance Per Capita -- 2012



COMPARATIVE STATISTICS

Piscataway 2013: \$34.00

Total Personnel Costs Per Capita -- 2012



Library Budget CY2012 and CY 2013

DESCRIPTION	CY12	CY 13
Postage	\$ 1,500.00	\$ 1,500.00
Building Maintenance	\$ 20,500.00	\$ 20,500.00
Vehicle Repair & Maintenance	\$ 200.00	\$ 200.00
Equipment Repair & Maintenance	\$ 1,500.00	\$ 1,500.00
Prof. & Consulting Services	\$ 4,500.00	\$ 4,500.00
Books	\$ 109,000.00	\$ 104,000.00
Janitorial Supplies	\$ 4,000.00	\$ 4,000.00
Library Supplies/Office Supplies	\$ 10,200.00	\$ 10,200.00
Education & Training	\$ 2,500.00	\$ 3,000.00
Professional Assoc. Dues	\$ 1,500.00	\$ 1,500.00
Travel	\$ 2,100.00	\$ 2,200.00
Honors & Awards	\$ 400.00	\$ 400.00
Equipment & Furniture	\$ 1,000.00	\$ 2,000.00
Plumbing, A/C, Heating	\$ 8,025.00	\$ 18,000.00
Data Processing Equipment	\$ 2,129.00	\$ 17,000.00
Electricity	\$ 112,000.00	\$ 119,000.00
Water	\$ 8,500.00	\$ 8,700.00
Telephone	\$ 11,850.00	\$ 11,850.00
Gas - Heating	\$ 15,725.00	\$ 17,000.00
Periodicals	\$ 8,500.00	\$ 9,400.00
Non Print - Technology	\$ 1,000.00	\$ 1,000.00
Non Print - Adult	\$ 48,500.00	\$ 38,500.00
Non Print - Juv	\$ 10,000.00	\$ 7,500.00
Adult/YA Programs	\$ 6,000.00	\$ 7,500.00
Juv Programs	\$ 4,000.00	\$ 4,000.00
Admin Programs	\$ 500.00	\$ 500.00
Library Automation	\$ 74,000.00	\$ 74,000.00
	\$ 469,629.00	\$ 489,450.00
Medical Insurance	\$ 277,871.00	\$ 271,037.00
Medical Exams	\$ -	\$ -
Social Security	\$ 115,321.00	\$ 118,095.00
Salary & Wages	\$ 1,507,462.00	\$1,543,722.00
Personnel	\$ 1,900,654.00	\$1,932,854.00
Total	\$ 2,370,283.00	\$ 2,422,304.00

2014 GOALS

- Renovation of public bathrooms at the Kennedy Library
- Initiative to present library cards to all first graders
- Increase partnering with private schools
- Execute 18 month FINRA/ALA Financial Literacy Grant Programming
- Enrich Summer Maker Camp with Cognizant Making the Future Grant.
- Start a </Code Club> for adults at both branches
- Provide online webinars for community members to attend from their own computers.

