



**PISCATAWAY**  
public library

# Annual Report 2014

# Executive Summary

In 2014 we hosted another successful Summer of Make Makercamp for Piscataway Students, grade 4 to grade 12. This year our makercamp was funded by a Making the Future Grant from Cognizant which provided funding to allow us to let the students keep the equipment and projects they created. For 2015, we have been notified that our application for increased funding was approved by Cognizant and we will be opening the makercamp up to third grade students as well.

Our FINRA/ALA Financial Literacy Grant, over \$64,000, has provided funding for many programs here at Piscataway, online and at other local libraries. The programs have covered personal finance to investing to long term planning. A number of the programs are available at any time on our website. The financial literacy programs will continue in 2015.

The library also experienced a reorganization with the creation of a separate Teen Services Department. As our services to teens has increased, it was clear that more resources needed to be allocated to this increasing community need. This reorganization was made possible by a retirement which allowed this reorganization to actually lower library staff expenditures.

2014 was a year of strategic planning. Our organization looked back at our evolution since our last strategic plan and using feedback from our patrons and leadership, we revised our mission and included what our organization promises to our residents in order to best serve their needs.

Piscataway Public Library will continue to work to develop around our new strategic plan. 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 is committed to engaging minds, building connections, and creating opportunities for individual and community-wide growth.

We promise

- Welcoming Experiences. We understand that no matter how valuable our resources and expertise may be, they will not be accessible to you without mutual respect and appreciation. We prioritize the maintenance of a safe, clean, and friendly environment for all.
- Accountability. We strive for transparency, and promise to put the Piscataway Township community and leadership at the forefront of our decision-making. We hold ourselves accountable to all those we serve, particularly providing cost-effective delivery of quality services and maximizing library and community resources through outreach, partnerships, and mutually-beneficial joint ventures.
- Responsiveness. We promise to respond to community needs, and to provide support in times of stress or disaster. Through consistent training and staff development, the library will regularly evaluate and explore emerging technologies, trends, services and populations. We will pursue open partnerships in order to support our community.
- Equal Access. The library's doors are open to everyone. We are dedicated to intellectual freedom, open-mindedness, and eliminating any existing or potential barriers to access of information, particularly embracing diversity in cultural and socioeconomic backgrounds.
- Excellence. We promise excellence in customer service. We promise to provide training opportunities and support to a passionate, innovative, engaged staff, and we hold ourselves and our workplace to a high standard in order to grow and share knowledge, ideas, and information.
- Opportunity, Connection and Collaboration. Through traditional library service, outreach and community partnerships, we aim to provide the space to support individuals and groups in their engagement with social and recreational activities, the freedom of expression and thought, and opportunities for giving back. We actively create and support conditions for sharing and collaboration as well as innovation and creativity.

# E Content Statistics

<b>Downloadable Materials</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>One Year Difference</b>
eAudio Books	1941	2,866	3833	+ 34 %
eBooks	4547	6,599	8534	+ 30 %
Zinio		2249	2423	+ 8 %

# ebooks @ PPL

- ebook downloads increased by 34% in 2014.
- Piscataway residents now have access to over 15,234 ebooks in a variety of formats.
- Piscataway residents downloaded 12,367 audio books and ebooks in 2014, compared to 9,465 in 2013 and 6,488 in 2012.

# Most Popular Books 2014

Adult Titles	Author
Private LA	Patterson/Sullivan
Takedown Twenty	Evanovich, Janet
NYPD Red 2	Patterson, James
Unlucky 13	Patterson, James
The Chase	Evanovich, Janet
A Long Way Gone	Beah, Ismael
I've Got You Under My Skin	Clark, Mary Higgins
Missing You	Coben, Harlan
Cross My Heart	Patterson, John
Dust	Cornwell, Patricia

Children's Titles	Author
Diary of a Wimpy Kid: Cabin Fever	Kinney, Jeff
Diary of a Wimpy Kid: Greg Heffley's Journal	Kinney, Jeff
Hop on Pop	Doctor Seuss
Diary of a Wimpy Kid: Rodrick Rules	Kinney, Jeff
Diary of a Wimpy Kid: The Third Wheel	Kinney, Jeff
Diary of a Wimpy Kid: Hard Luck	Kinney, Jeff
One Fish, Two Fish, Red Fish Blue Fish	Doctor Seuss
The Very Hungry Caterpillar	Carle, Eric
Blizzard of the Blue Moon	Osborne, Mary Pope
Dragon of the Red Dawn	Murdocca, Sal

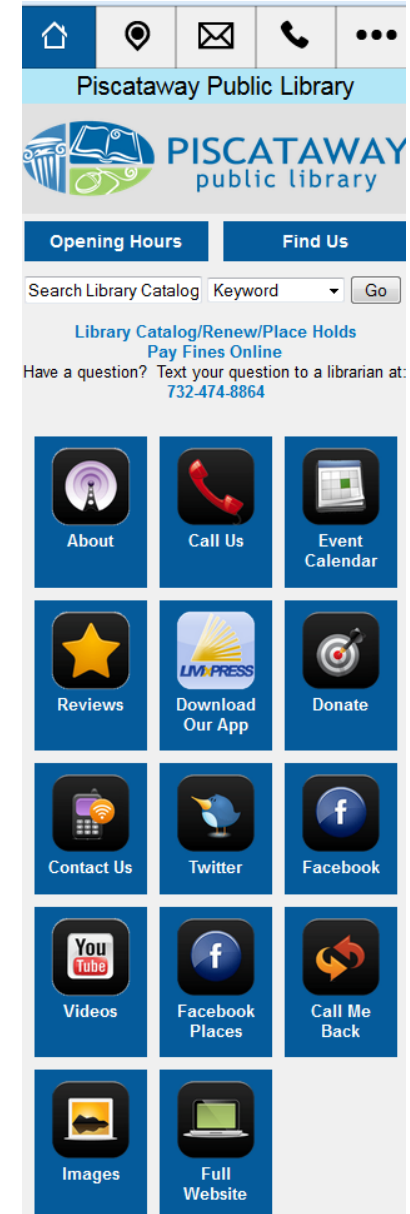
Young Adult Titles	Author
Mockingjay	Collins, Suzanne
Divergent	Roth, Veronica
Insurgent	Roth, Veronica
Eleanor & Park	Rowell, Rainbow
Allegiant	Roth, Veronica
Thirteen Reasons Why	Asher, Jay
The Curious Incident of the Dog in the Night-Time	Haddon, Mark
The Selection	Cass, Kiera
The House of Hades	Riordan, Rick
Origin	Khoury, Jessica

# Public Computer Usage

<b>2014</b>	<b># of Logins</b>	<b>% Change from 2013</b>	<b>Total Hours</b>	<b>% Change from 2013</b>	<b># of Sessions</b>	<b>% Change from 2013</b>
Kennedy Branch	11,005	-15.17%	18,077	-27.46%	33,331	-28.06%
Westergard Branch	10,586	-13.92%	19,483	-19.90%	35,948	-18.33%

# 2014 Website Statistics

- 135,462 visits to website
- 275,438 website page views
- 88,548 unique visitors
- Top five most popular pages
  - Location and Hours
  - Research Tools
  - Kids Section
  - Event Calendar
  - MiY Maker Space
- 1,030 subscriptions to Piscataway Public Library E-newsletter, increase of 22% from 2013
- In 2014 a mobile site was launched





# Social Media

<b>Facebook</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>One Year Increase</b>
Likes (Fans)	543	704	929	32 %

<b>Twitter</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>One Year Increase</b>
Tweets (Posts)	466	902	2073	1.30%
Followers (Fans)	250	352	477	36%

<b>Instagram</b>	<b>2013</b>	<b>2014</b>	<b>One Year Increase</b>
Posts	57	108	89.5%
Followers	88	348	295.5%

# Adult Services

- 317 Adult library programs were held at the Kennedy Branch in 2014. Attendance for programs was 3,102.
- The library continues a partnership with the Professional Services Group of New Brunswick to help job seekers with their resumes and their job searches.
- The library received a grant from Walmart to increase our ESL materials.
- The library also received a \$1250 Walmart Community grant to purchase additional laptops for technology and outreach programs. Coding for Girls is an example of the programs the laptops will be utilized for.



Mayor Wahler speaks at a Financial Literacy Program

# Adult and Young Adult Services (Continued)

- Proctored 72 exams for distance-learning colleges, up nearly 40% from 2013.
- Delivered materials to 30 homebound patrons on a monthly basis.
- Adult Summer Reading had a 133 participants with 563 total participations through checklists and raffles.
- 85 teens participated in Teen Summer Reading.

# Children's Services Programs

<b>Number of Programs</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Kennedy Branch	174	206	206
Westergard Branch	124	139	139
Outreach	153	156	156
<b>Total</b>	<b>382</b>	<b>451</b>	<b>501</b>

<b>Program Attendance</b>	<b>Total</b>
In-house programs	10,361
Outreach programs	5,016
<b>Total 2014</b>	<b>15,377</b>
<b>Total 2013</b>	<b>14,218</b>
<b>Total 2012</b>	<b>13,123</b>

# Children's Outreach

- The Children's Department visited 19 area nursery schools and day care centers this year, presenting story times to 1,198 young children in the winter/spring and 1,081 in the fall. The library also continued the Preschool Outreach Book Delivery to nursery schools and day care centers.
- The Library conducted a campaign to sign up every student in grades fourth to eighth for a library card. Approximately 220 cards were given out. The Children's Department visited 3 elementary schools and saw 600 students at Randolphville, 509 students at Knollwood and 544 students at Eisenhower Schools. We presented story times, a puppet show and a library trivia game for students and teachers in grades K – 3.
- The Children's Department also completed a library card campaign for first grades and gave out 1389 cards at those 3 schools.
- The Children's Department made four visits to the two Rutgers Married Student Housing Apartment complexes, presenting story times for 83 people.
- Our outreach efforts continue to include delivery of books on special subjects to the Timothy Christian and the Yeshiva Schools and scheduling class visits to the library on request. We began a partnership with Timothy Christian School in January 2014. Thirty-four 5<sup>th</sup> graders visited in late January to begin work on a research project. Twenty three kindergartners from the Yeshiva School visited in December for a story time and a tour.

# Children's Services Highlights



- The Sandbox Blog received about 3,100 views in 2014.
- In 2014, we presented five diversity programs
- Chinese New Year
- Sign Language
- Black History Month
- Korean Storytelling
- Cinco de Mayo

## **New Programs!**

Sew'n Stuff

Budding Builders

Art for Kids

Crazy Concoctions.

GIMP

Magic School Bus



"We would like to express our thanks for offering such wonderful programs at the library. Our tweens are taking advantage of all the programs you have to offer and the technology programs such as SCRATCH and GIMP have exposed them to the different kinds of technology out there."

*Feedback from a library user*

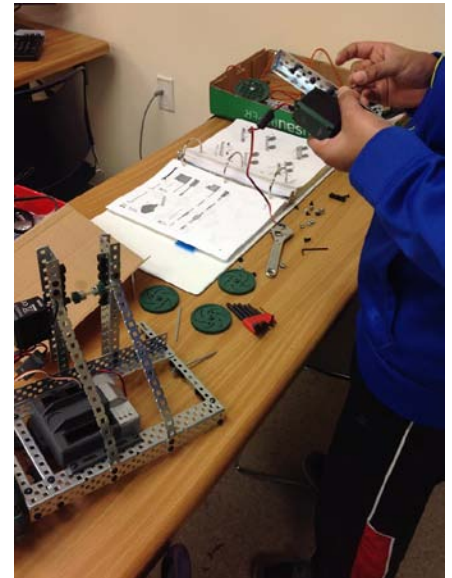
# makeit yourself



Library recognized by NJ Legislature in 2014

- In the Summer of 2014, the library hosted a 8 week maker camp as a *SUPER Affiliate* for *Make Magazine's Maker Camp* with grant funding from Cognizant.

- The Adult Services Department hosted 34 MiY programs with 435 attendees.
- PPL is a Primary Planning Partner for New Jersey Makers Day, [njmakersday.org](http://njmakersday.org)



# Volunteers

- The Children's Department benefitted from 53 volunteers at Kennedy Library and 51 volunteers at Westergard Library for total of 1,559 hours helping run our summer reading club. During the school year, 17 volunteers worked 128 hours at the Kennedy Library in Children's Services.
- The User Services Department benefitted from 767 hours of volunteer time in 2014.





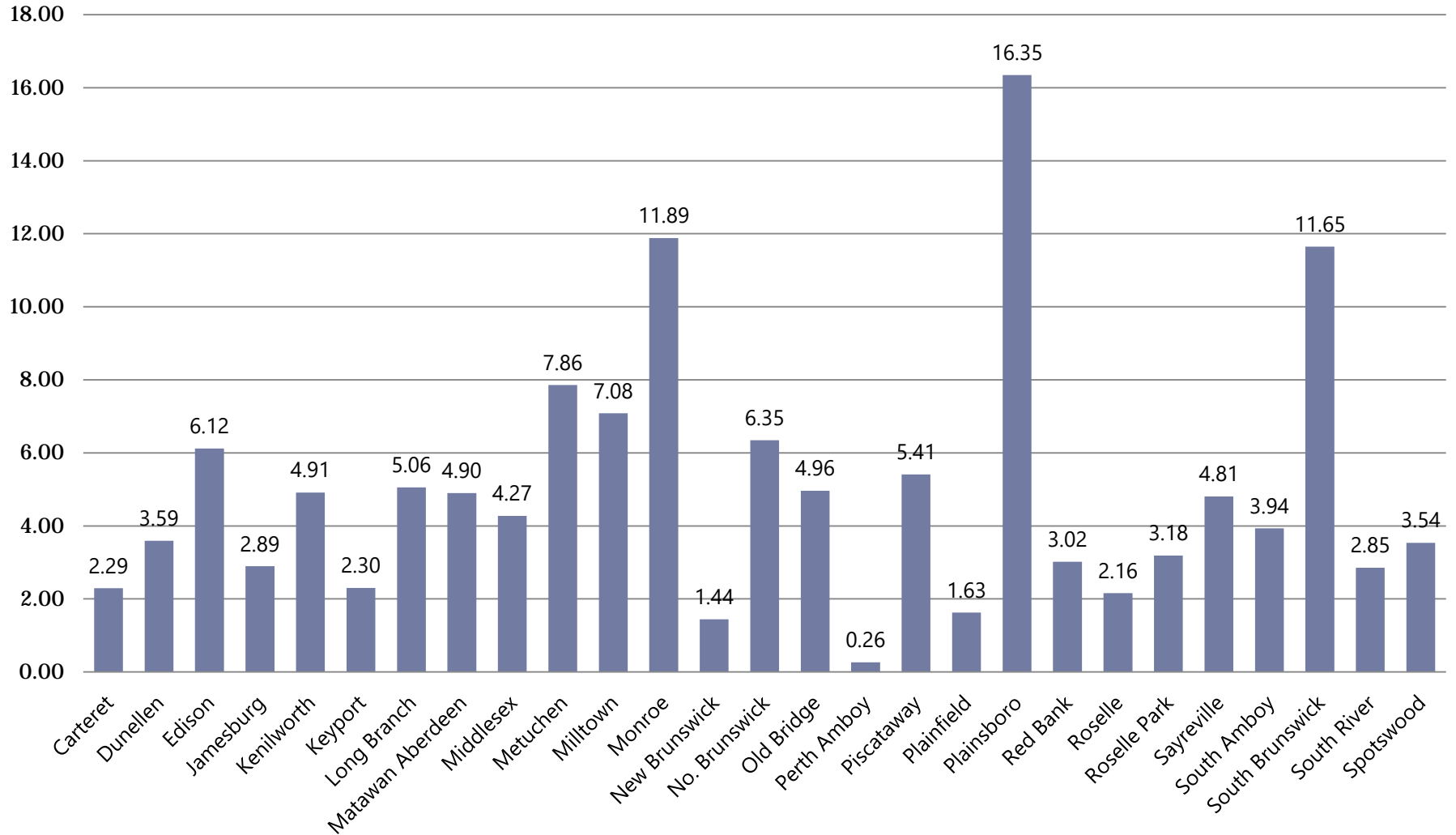
# Community Involvement

- Piscataway Public Library hosted 4 blood drives with New Jersey Blood Services. In 2014 our drives raised 140 units of blood
- Our library participated in the second *Relay for Life* event, where our team raised over \$1,700 for the American Cancer Society.
- The library is a Primary Planning Partner for the Statewide New Jersey Makers Day which has *making* events at over 130 sites across New Jersey on March 21, 2015, [njmakersday.org](http://njmakersday.org).
- Piscataway Public Library attended the IEEE Health Fair and issued library cards at the event.



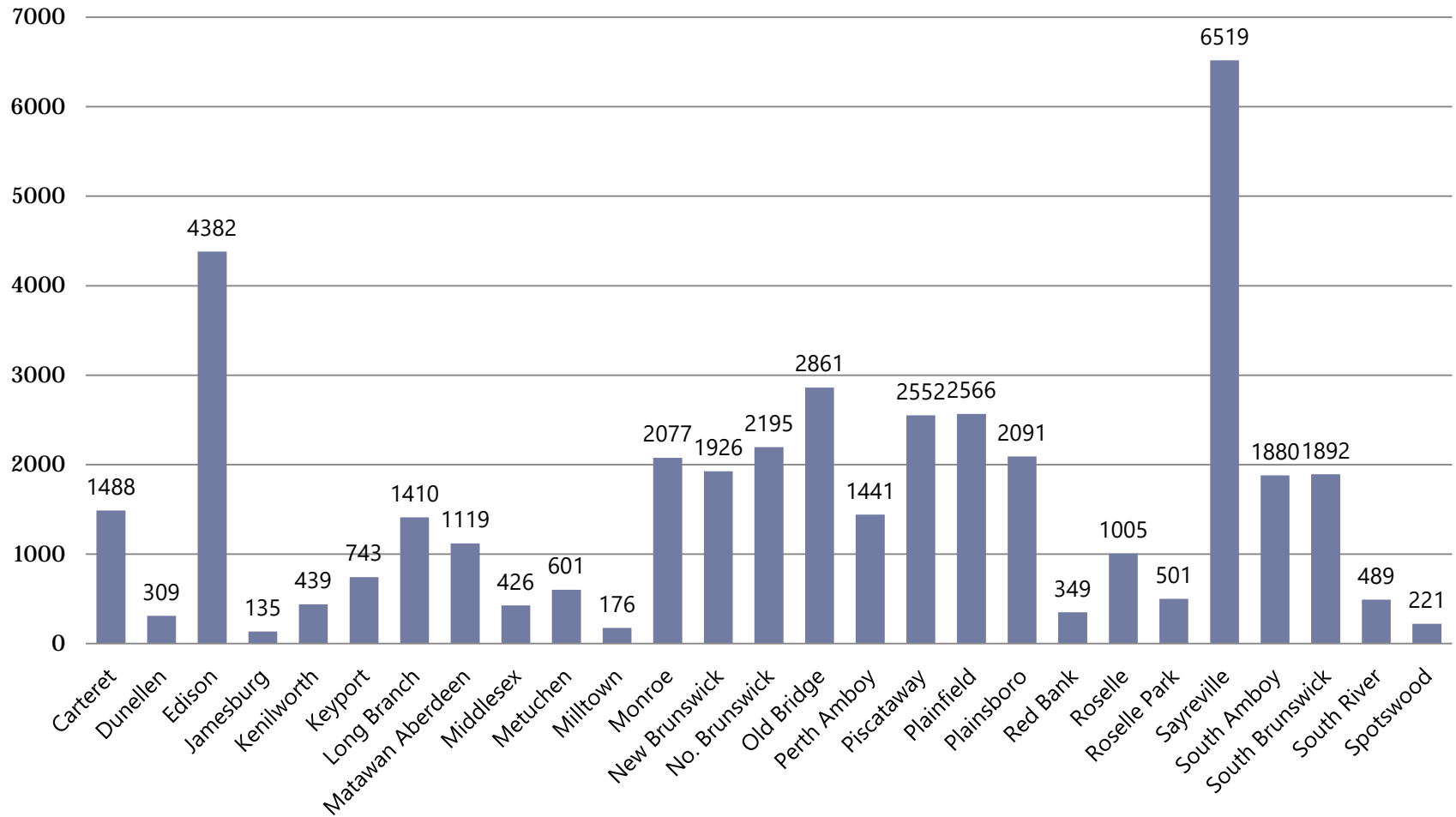
# Comparative Statistics

## Total Circulation Per Capita -- 2014 LMXAC Libraries



# Comparative Statistics

## New Users -- LMXAC Libraries 2014



# 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

<b>Piscataway Library Card Profile</b>	<b>Card Holders</b>
Residents Adult	22,077
Residents Juvenile	8,077
Non Residents	1,248
<b>Total</b>	<b>31,403</b>

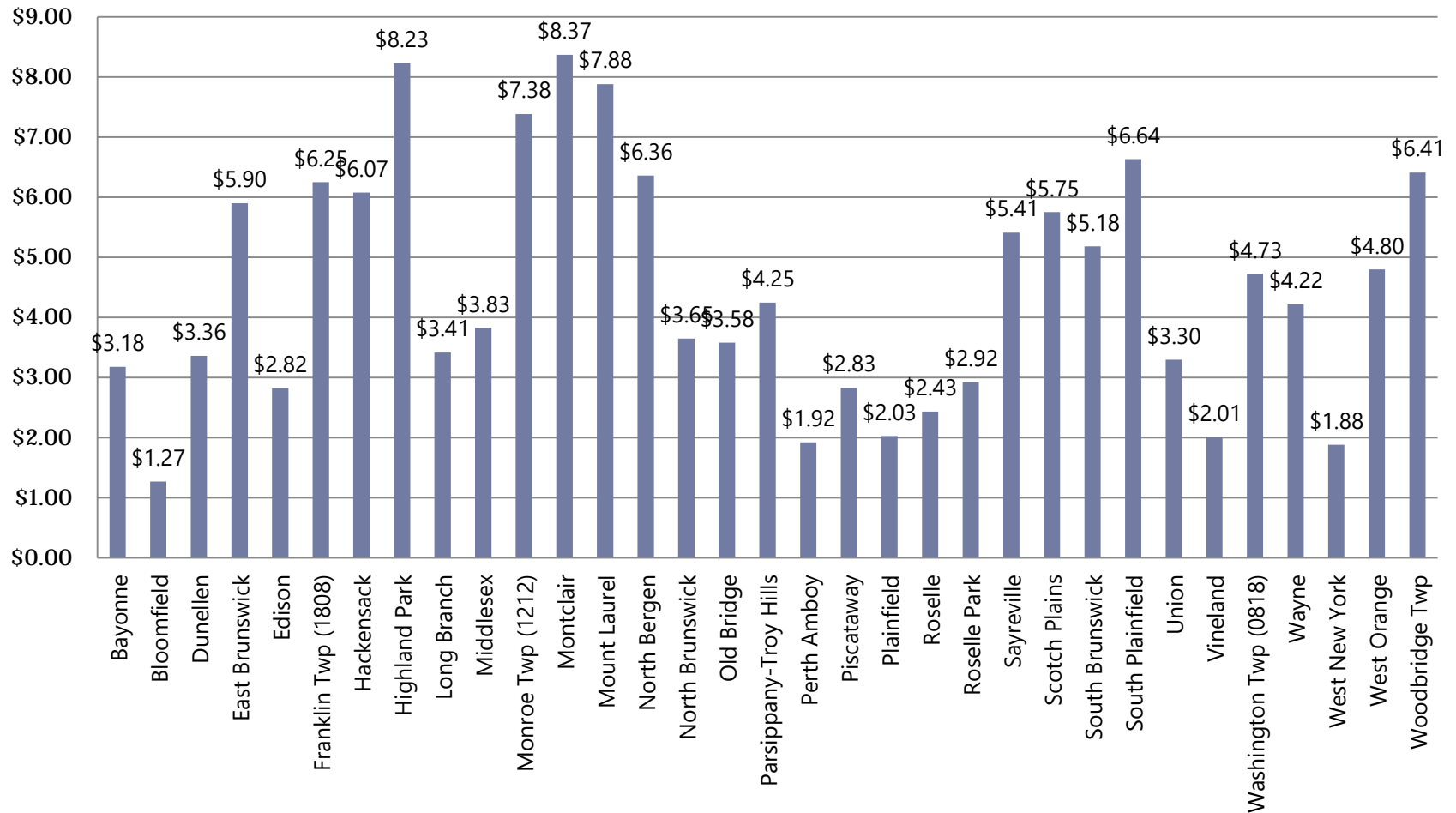
# Comparative Statistics

- 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 2013 for the selected libraries.
- The library has added the 2014 value for Piscataway Public Library to each slide.

# Comparative Statistics

Piscataway 2014: \$2.47

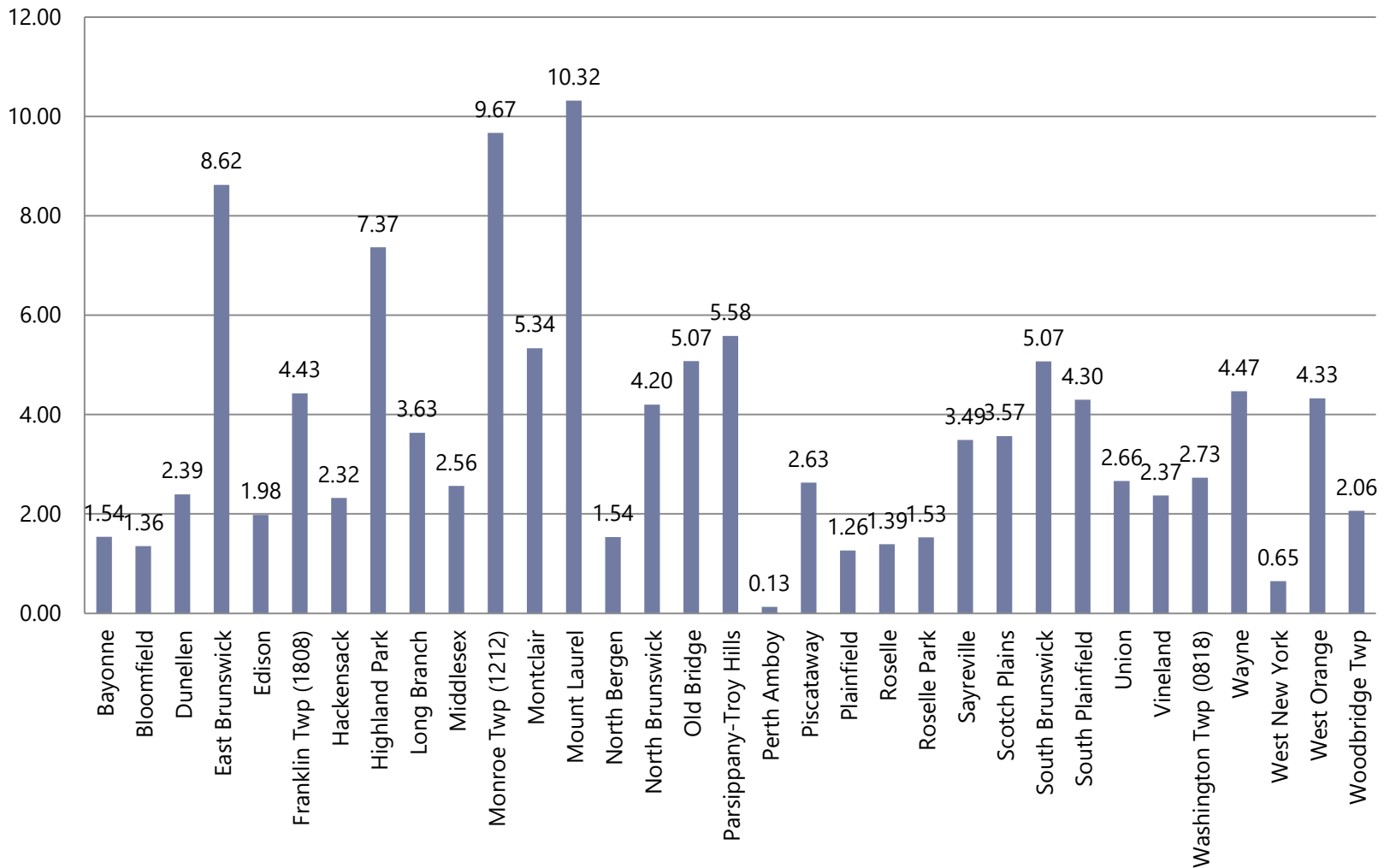
## Total Materials Expenditures Per Capita -- 2013



# Comparative Statistics

Piscataway 2014: 2.45

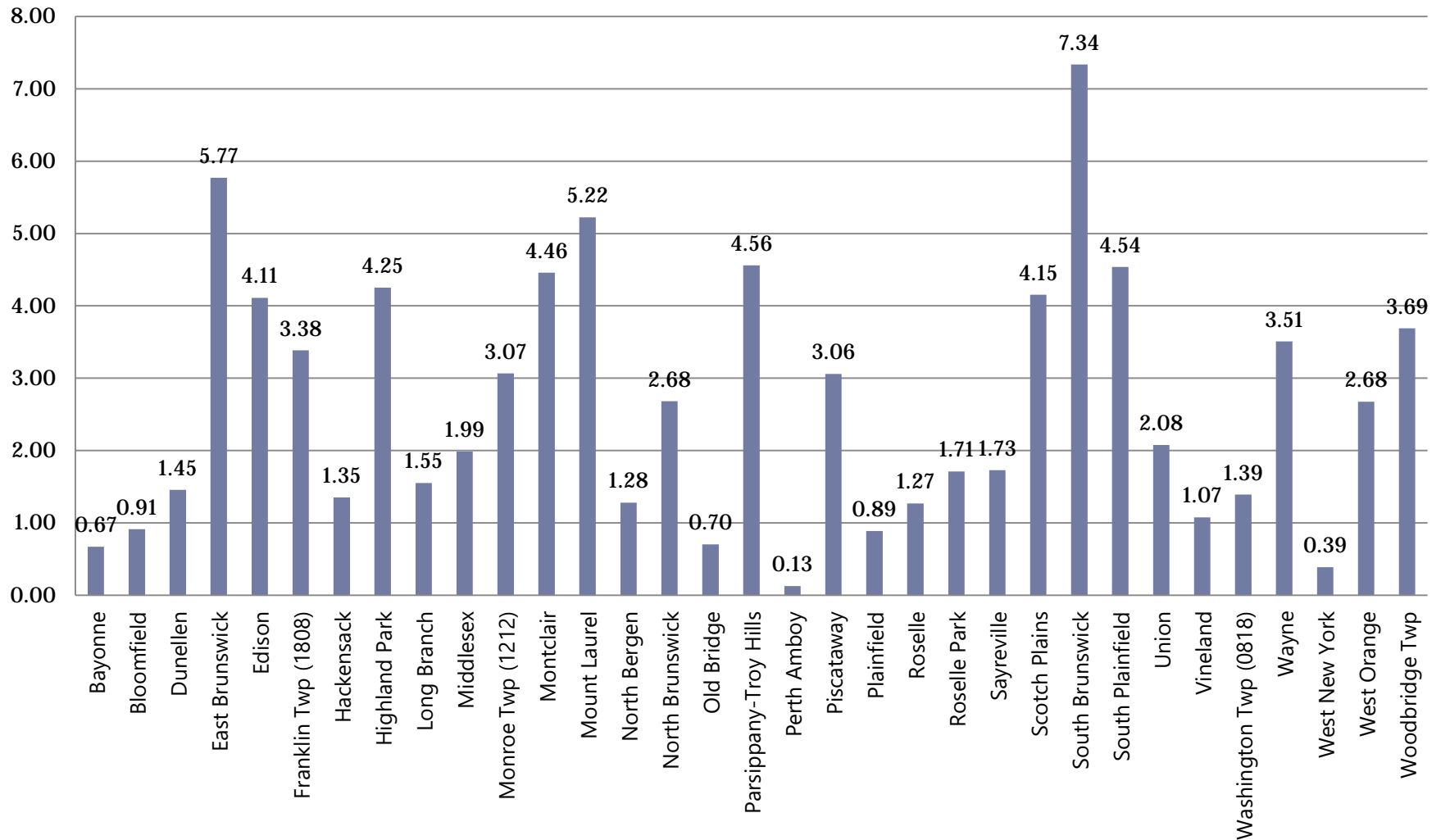
## Total Adult Circulation Per Capita -- 2013



# Comparative Statistics

Piscataway 2014: 3.04

## Total Children's Circulation Per Capita -- 2013

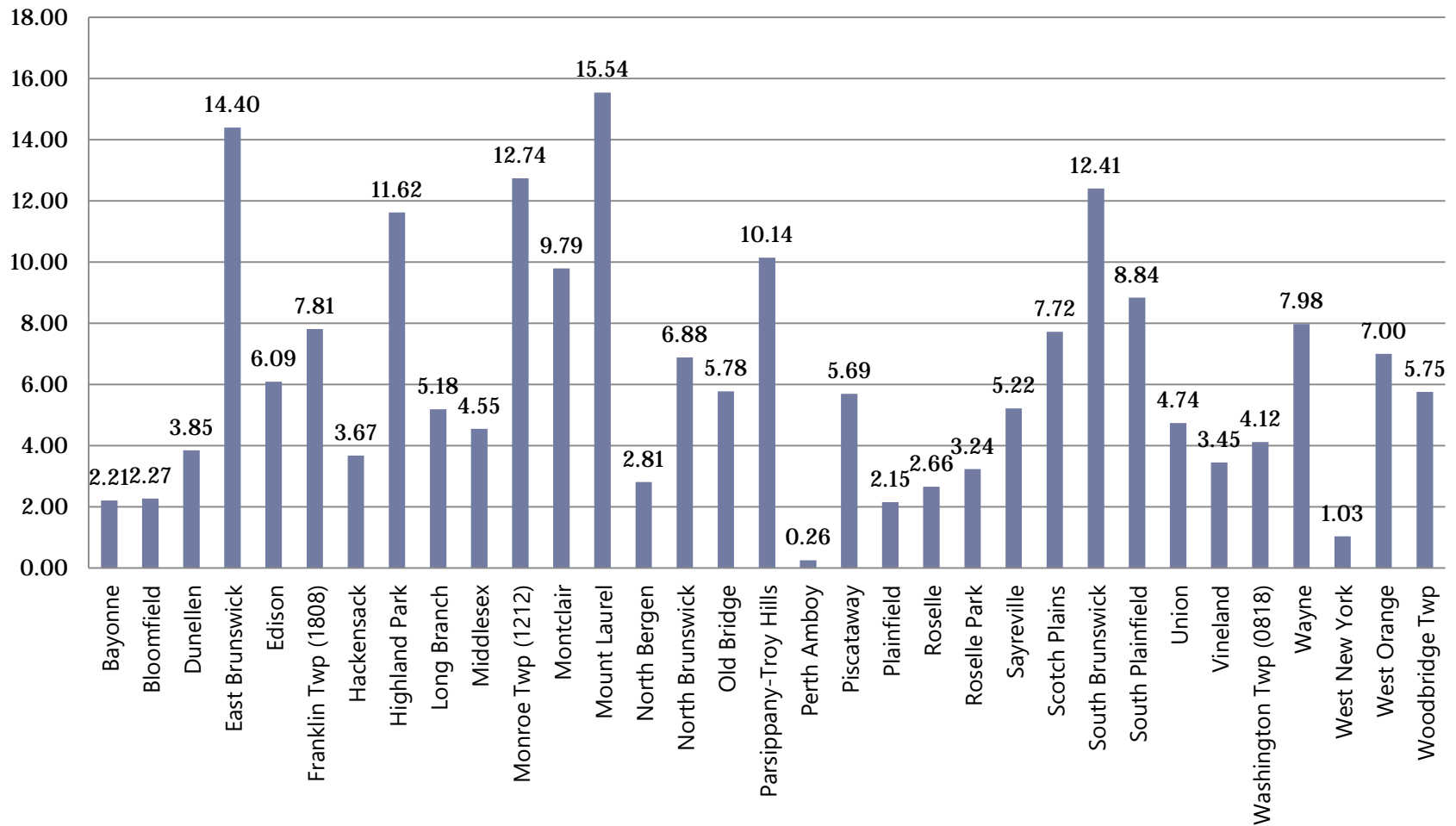




# Comparative Statistics

Piscataway 2014: 5.48

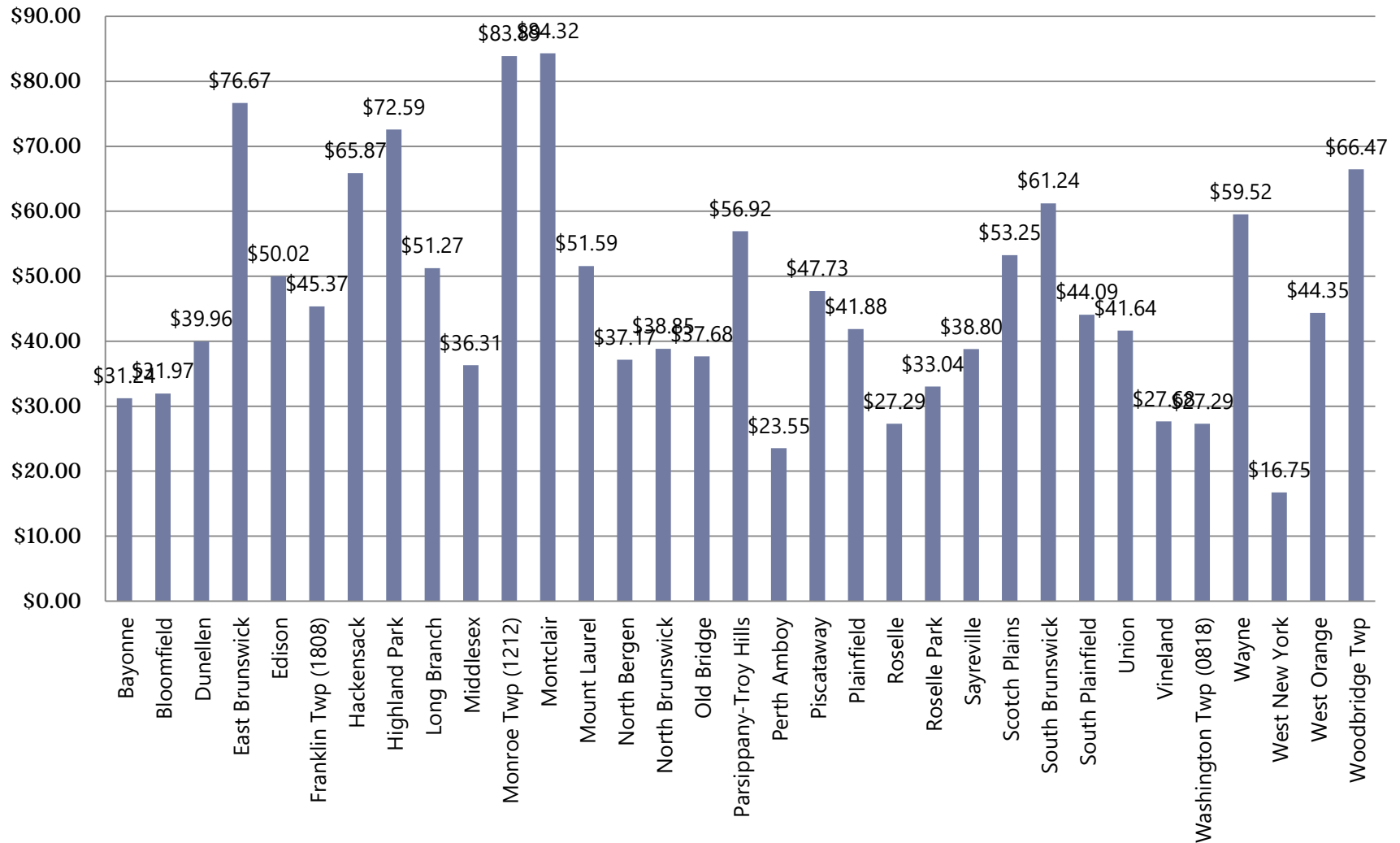
## Total Circulation Per Capita -- 2013



# Comparative Statistics

Piscataway 2014: \$44.65

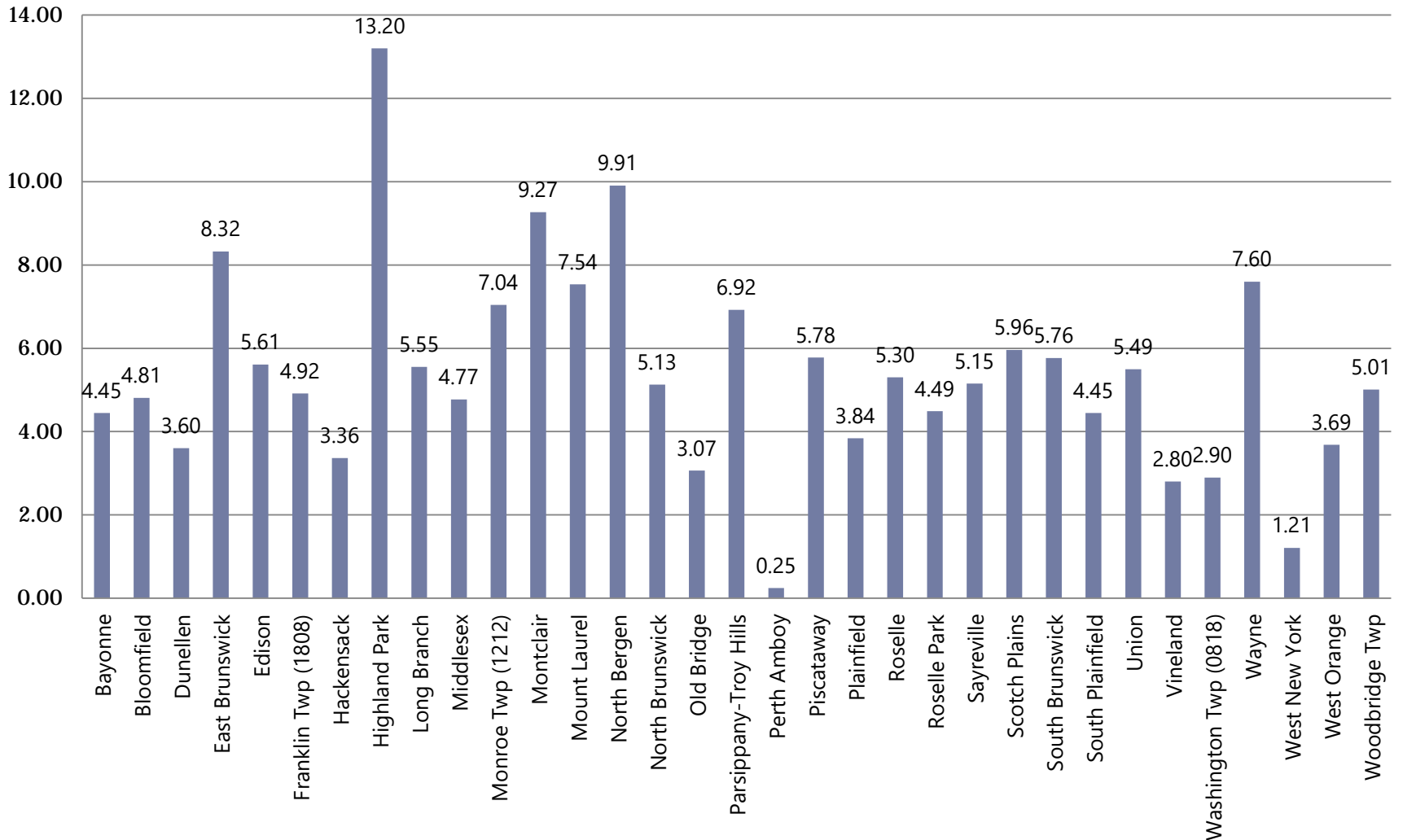
## Total Expenditures Per Capita -- 2013



# Comparative Statistics

Piscataway 2014: 6.08

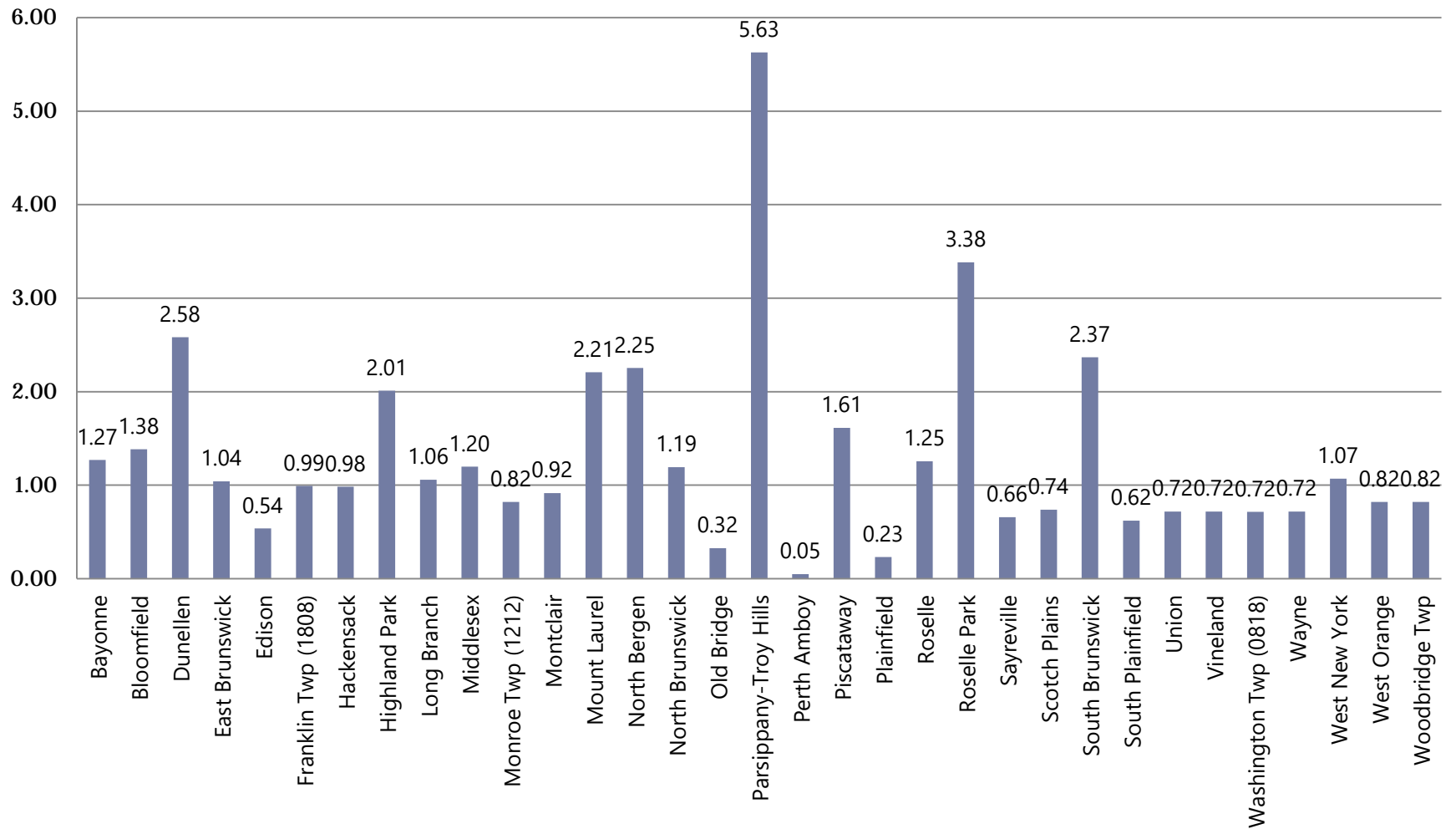
## Library Visits Per Capita -- 2013



# Comparative Statistics

Piscataway 2014: 1.26

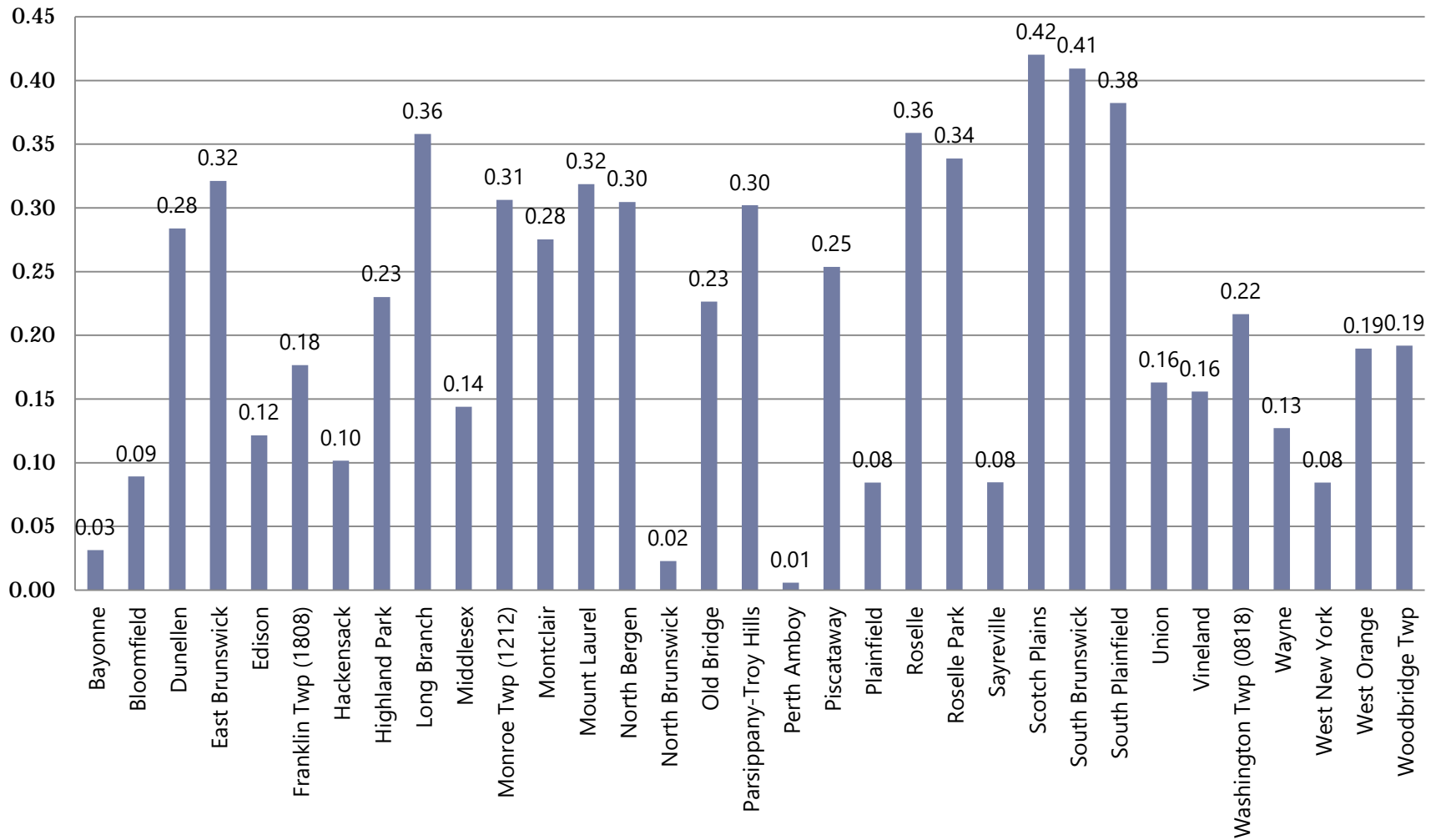
## Public Internet Uses Per Capita -- 2013



# Comparative Statistics

Piscataway 2014: .28

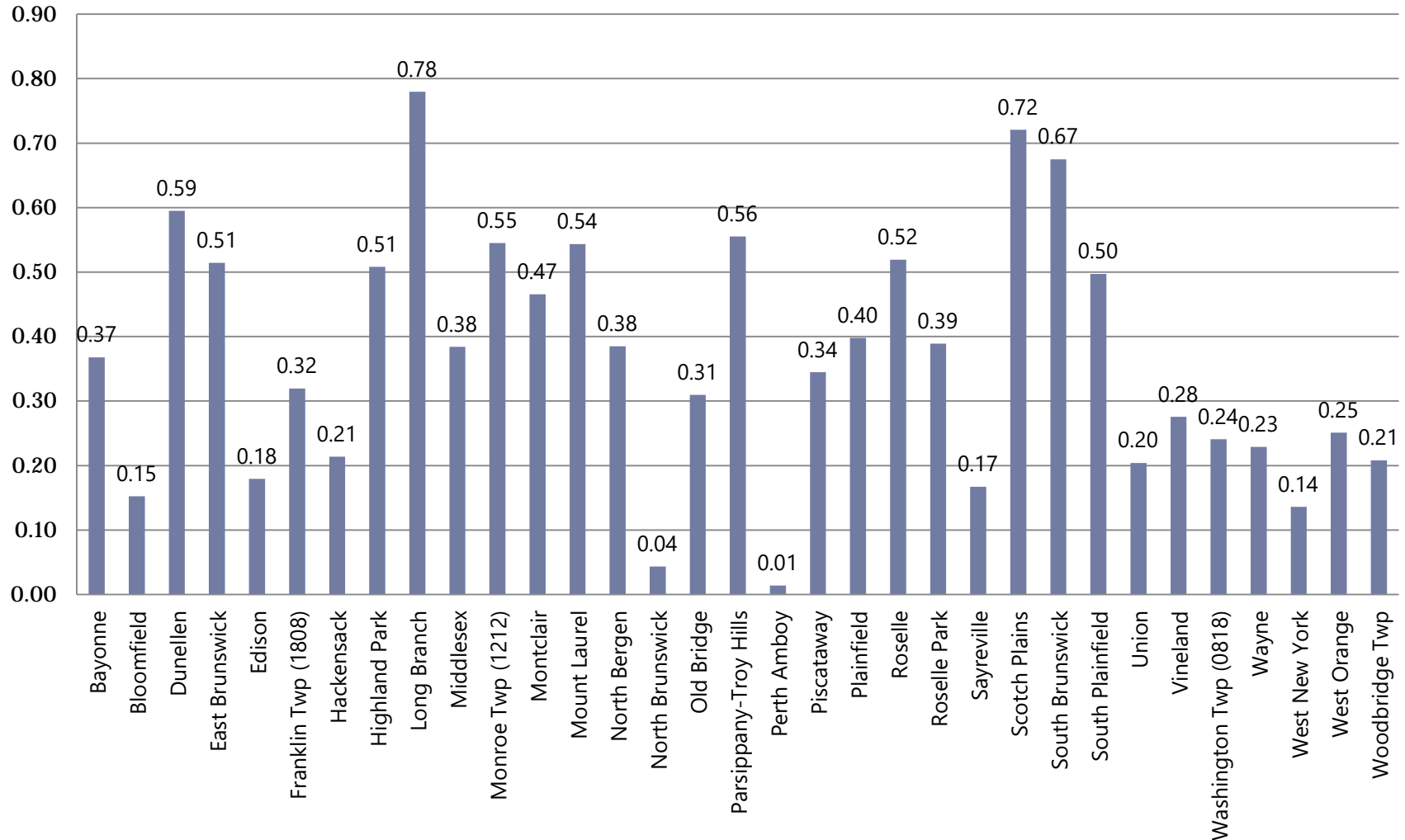
## Children's Program Attendance Per Capita -- 2013



# Comparative Statistics

Piscataway 2014: .37

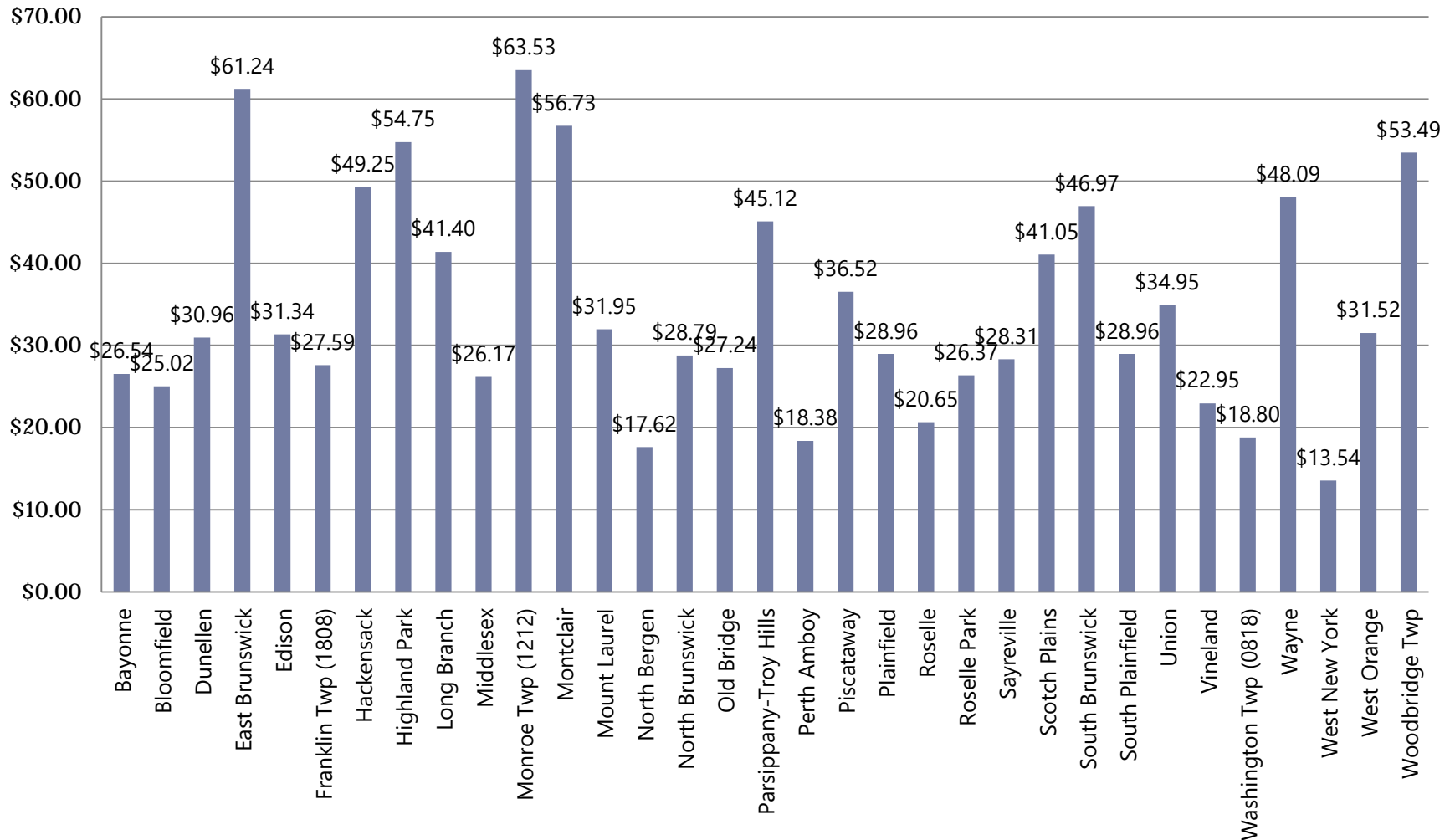
## Total Program Attendance Per Capita -- 2013



# Comparative Statistics

Piscataway 2014: \$35.87

## Total Personnel Costs Per Capita -- 2013



# Library Budget CY2013 and CY 2014

DESCRIPTION	CY 13	CY 14
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	\$ 104,000.00	\$ 110,000.00
Janitorial Supplies	\$ 4,000.00	\$ 4,000.00
Library Supplies/Office Supplies	\$ 14,000.00	\$ 11,000.00
Conferences & Meetings	\$ -	\$ -
Education & Training	\$ 3,000.00	\$ 3,000.00
Professional Assoc. Dues	\$ 1,500.00	\$ 1,500.00
Travel	\$ 2,200.00	\$ 2,400.00
Honors & Awards	\$ 400.00	\$ 400.00
Equipment & Furniture	\$ 2,000.00	\$ 2,000.00
Plumbing, A/C, Heating	\$ 9,000.00	\$ 9,000.00
Data Processing Equipment	\$ 17,000.00	\$ 2,000.00
Electricity	\$ 114,000.00	\$ 117,000.00
Water	\$ 8,700.00	\$ 9,900.00
Telephone	\$ 11,850.00	\$ 12,500.00
Printer Maintenance	\$ 4,000.00	\$ 7,000.00
Gas - Heating	\$ 14,500.00	\$ 14,500.00
Periodicals	\$ 9,400.00	\$ 10,500.00
Non Print - Technology	\$ 1,000.00	\$ 1,000.00
Non Print - Adult	\$ 41,500.00	\$ 46,500.00
Non Print - Juv	\$ 7,500.00	\$ 7,500.00
Adult/YA Programs	\$ 7,500.00	\$ 6,100.00
Juv Programs	\$ 4,000.00	\$ 4,000.00
Admin Programs	\$ 1,000.00	\$ 1,000.00
Library Automation	\$ 74,000.00	\$ 74,000.00
<b>Operating Subtotal</b>	<b>\$ 484,250.00</b>	<b>\$ 485,000.00</b>
Medical Insurance	\$ 271,084.00	\$ 297,514.00
Social Security	\$ 118,095.00	\$ 122,800.00
Unemployment	\$ 13,000.00	
<b>Salary &amp; Wages</b>	<b>\$ 1,536,722.00</b>	<b>\$1,575,523.00</b>
<b>Personnel</b>	<b>\$ 1,938,901.00</b>	<b>\$1,995,837.00</b>
<b>Total</b>	<b>\$ 2,423,151.00</b>	<b>\$2,480,837.00</b>



# 2015 Goals

- Implement new strategic plan
- Complete project to present library cards to all high school students
- Complete 18 month FINRA/ALA Financial Literacy Grant Programming
- Host Third Annual Summer Maker Camp with Increased Cognizant Making the Future Grant
- Participate in first NJ Makers Day as a Primary Planning Partner and County Hub Site
- Finalize reorganization of physical layout of Westergard Branch to improve user experience