



PISCATAWAY
public library

Annual Report 2015

Executive Summary

In 2015, Piscataway Public Library Staff were founding members of the first statewide Makers event in the United States. *NJ Makers Day* was March 21, 2015, the event featured Maker programs at over 150 locations statewide covering all 21 counties in New Jersey. We estimate 15,000 to 18,000 people attended the event. A second annual *NJ Makers Day* is planned for 2016, with over 250 sites registered and two new sponsors. Our *NJ Makers Day* Planning Group has been recognized with multiple awards, local and nationally. At our library, we were also able to have a Computer Club, Coding Club and Arduino Club to complement our other Maker programs, including Summer Maker Camp.

Not all firsts for the library were technological. Piscataway Public Library hosted its first Citizenship Naturalization Ceremony in May. We were pleased to watch some of the graduates from our own Library's Citizenship Classes receive their citizenship at the ceremony.

In 2015, we also started a reorganization and upgrade of the Westergard Branch. We now have increased the number of public computers as well as seating near outlets for charging mobile devices. In early 2016, additional furniture for the Children's area will be installed as the project continues. Also, in 2016, the Township plans to renovate the public bathrooms and replace the roof on the Westergard Branch.

Piscataway Public Library will continue to work to develop around our 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

Downloadable Materials	2013	2014	2015	Two Year Difference
eAudio Books	2,866	3,833	4,683	+36%
eBooks	6,599	8534	9,820	+49%
Zinio	2,249	2,423	2,483	+11%

Most Popular Books 2015

Adult Titles	Author
Private Vegas	Patterson/Paetro
14TH DEADLY SIN	Patterson, James
NYPD Red 3	Patterson,/Karp
Unlucky 13	Patterson, James
The Stranger	Coben, Harlan
Burn	Patterson/Ledwidge
Cinderella Murder	Burke, Alafair
Hope to Die	Patterson, James
Motive	Kellerman, Jonathan
Death Wears a Beauty Mask	Clark, Mary Higgins

Children's Titles	Author
Diary of a Wimpy Kid: Cabin Fever	Kinney, Jeff
Diary of a Wimpy Kid: Rodrick Rules	Kinney, Jeff
Diary of a Wimpy Kid: Greg Heffley's Journal	Kinney, Jeff
Diary of a Wimpy Kid: The Dog Days	Kinney, Jeff
The Very Hungry Caterpillar	Carle, Eric
Diary of a Wimpy Kid: The Long Haul	Kinney, Jeff
Hop on Pop	Doctor Seuss
Green Eggs and Ham	Doctor Seuss
Henry and Mudge in the Green Time	Rylant, Cynthia
One Fish, Two Fish, Red Fish, Blue Fish	Doctor Seuss

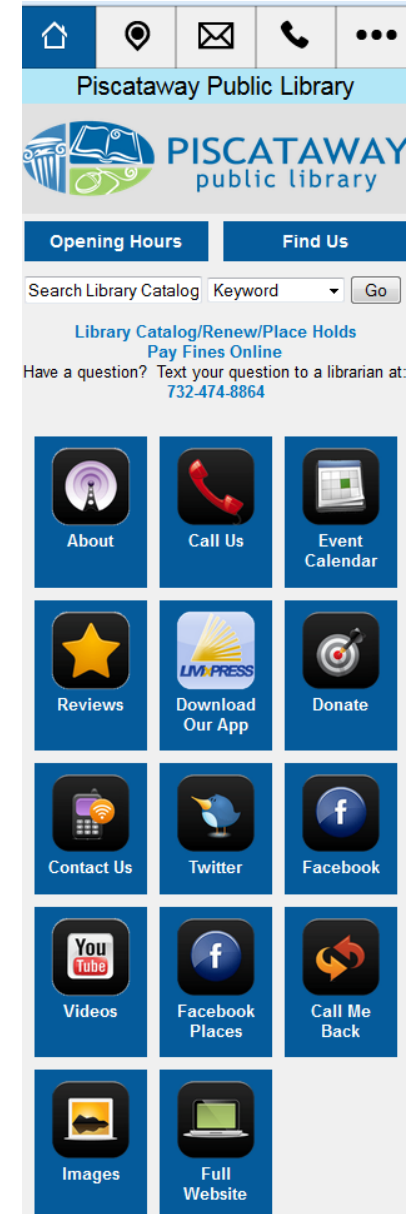
Young Adult Titles	Author
The Crossover	Alexander, Kwame
The Fault in Our Stars	Green, John
Paper Towns	Green, John
Thirteen Reasons Why	Asher, Jay
Brown Girl Dreaming	Woodson, Jacqueline
The Death Cure	Dashner, James
The Story of Owen: Dragon Slayer	Johnston, E.K.
Divergent	Roth, Veronica
The Maze Runner	Dashner, James
Fangirl	Rowell, Rainbow

Public Computer Usage

2015	# of Logins	% Change from 2014	Total Hours	% Change from 2014	# of Sessions	% Change from 2014
Kennedy Branch	10,332	-6.12%	16,925	-6.37%	31,128	-6.61%
Westergard Branch	10,189	-10.01%	17,568	-10.90%	33,491	-9.45%

2015 Website Statistics

- 122,204 visits to website
- 245,065 website page views
- 77,940 unique visitors
- Top five most popular pages
 - Location and Hours
 - Research Tools
 - Event Calendar
 - Kids Section
 - Job Opportunities
- 1,157 subscriptions to Piscataway Public Library E-newsletter, increase of 13% from 2014
- The mobile site was averages approximately 250 visitors a month.



Social Media

Facebook	2013	2014	2015	One Year Increase
Likes (Fans)	704	929	1154	25 %

Twitter	2013	2014	2015	One Year Increase
Tweets (Posts)	902	2,073	2,186	6%
Followers (Fans)	352	477	628	24%

Instagram	2013	2014	2015	One Year Increase
Posts	57	108	149	38%
Followers	88	348	739	113%

Adult Services

- 334 Adult library programs were held at the Kennedy Branch in 2015. 3,728 library patrons attended these programs.
- 91 Adult library programs were held at the Westergard Branch in 2015. 393 library patrons attended the programs at Westergard.
- 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 completed the ALA/FINRA Financial Literacy Grant. Many of the resources, including webinars, remain available on our website.



Piscataway Public Library Hosts Citizenship Ceremony

Adult Services (Continued)

- Proctored 40 exams for distance-learning colleges.
- Delivered materials to 9 homebound patrons on a monthly basis. We plan to send out information with Meals on Wheels to increase participation.
- There were 18 participants in the Adult Summer Reading, and 290 books read during the Summer.

Teen Services

- 2015 was the first year with a completely independent Teen Services Department.
- In 2015, there were 109 teen programs with 1041 attendees
- We held several After Hours events for teens, including our first ever Live Action Mystery Night. 7 brave teens joined us the week before Halloween to solve the disappearance of Paige Turner. Our teen sleuths determined that Ms. Turner was murdered in the Library
- 85 teens signed up for the Summer Reading Program. 202 teens attended the 21 Teen Summer Reading Events



Teen Services Outreach

- Teen Services librarians visited Schor, Quibbletown, and Conackamack Middle Schools to promote books and share information about library services.
- Over the course of 7 school visits in 2015, library staff spoke with over 1,400 students.
- The Teen Department also provided eBook demonstrations at all three middle schools.
- Staff from the Teen Services and User Services departments visited Piscataway High School twice in 2015 for Library Card Signup Days.
- The Teen Services Department also developed a YouTube Channel called *Your Next Favorite Book*, where Teen Services librarians share book recommendations with teenagers in the Piscataway community. These videos have helped extend outreach opportunities by promoting literacy to students outside of the library and public schools.

Children's Services Programs

Number of Programs	2013	2014	2015
Kennedy Branch	206	206	237
Westergard Branch	139	139	135
Outreach	156	156	170
Total	451	501	542

Program Attendance	Total
In-house programs	10,984
Outreach programs	5,082
Total 2015	16,066
Total 2014	15,377
Total 2013	14,218

Children's Outreach

- **Preschools** – The Children's Department visited 19 area nursery schools and day care centers this year, presenting story times to 1,029 young children and staff in the winter/spring and 1,090 in the fall. Preschool Outreach Book Delivery to nursery schools and day care centers delivers approximately 15 kits per month.
- **Private schools** – Our outreach efforts continue to include materials delivery to the Timothy Christian and the Yeshiva Schools as well as scheduling class visits to the library on request. The Children's Department delivered books for 5 specific class assignments to Yeshiva and one to Timothy Christian. Twenty four kindergartners and first graders from the Yeshiva School visited in November for a story time and a tour.
- **Public Schools** – In 2015, we conducted a campaign to make sure every student in Grades 6 – 8 had a library card. Approximately 81 cards were given out. The department visited 3 elementary schools and visited with 560 students at Randolphville, 498 students at Knollwood and 523 students at Eisenhower Schools, presenting story times, a lap puppet show and a library trivia game for students and teachers in grades K – 3. Our department also held a library card campaign for first grades and distributed 98 cards at the schools. The Children's Department presented 12 "Read Across America" programs in March – Patty Sumner and Cindy did 6 visits at Bright Beginnings and saw 75 kids, and Patty Sumner saw 26-4th graders at Arbor School. The Library presented at 3 elementary school Career Days and reached out to 691 students. Our library also presented a story time for 100 at PISCATAWAY READS. In June, The Children's Department "book talked" to 250 fifth graders at King School and played book-related trivia games with 310 fourth grades at Arbor.
- **Rutgers** – In 2015, the department made two visits to the two married student housing apartment units, presenting story times for 75 people.
- **Scout Troops** – The Children's Department conducted a tour for a cub scout den, showing them collections that might be helpful for an assignment they were working on.

Children's Services Highlights



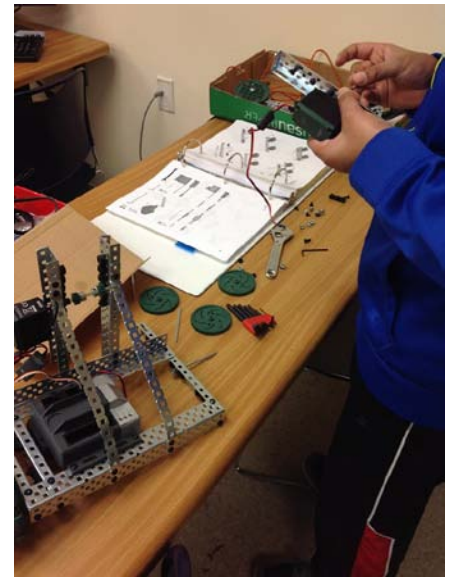
- The Sandbox Blog received about 5,200 views in 2015, up from 3,100 views in 2014. This year, there were 11 entries for the December 2015 blog contest – using words and or pictures, we invited kids to tell us about their favorite holiday and how they celebrated it.
- In 2015, we presented five diversity programs
 - Chinese New Year
 - Sign Language
 - Black History Month
 - Spanish Bi-Lingual Story Time
 - Cinco de Mayo
- We received a *Curiosity Creates* grant administered by the Association for Library Service to Children and sponsored by Disney. This grant promotes exploration, discovery and the development of critical thinking in children. Our program is called YELL!, *Young Explorer's Library League*. Teams of children and teens participate collaboratively to build, develop, test and showcase their solutions based on a challenge presented at the beginning of a session. There are also circulating kits which contain building materials and books that extend the reach of the program.
- Children's Services was also the recipient of a grant received by the Piscataway Elks. With this grant, the Elks purchased \$400 worth of paperbacks to be given as summer reading club prizes. They also performed community service and worked at our end of summer Carnival.

gearmakeit yourself



- In the Summer of 2015, the library hosted a 8 week maker camp as a *SUPER Affiliate* for *Make Magazine's Maker Camp* with grant funding from Cognizant with over 250 participants in grades 3-12.

- The Adult Services Department hosted 53 MiY programs with 1,001 attendees.
- In 2015, the library hosted a Computer Science Club as well as a Arduino Club for Students



New Jersey Makers Day - Started by Piscataway Public Library!

- NJ Makers Day is a celebration of Maker culture across New Jersey. This all-ages event connect individuals with libraries, schools, businesses, and independent makerspaces that support making, tinkering, crafting, manufacturing, and STEM-based learning. Our second annual NJ Makers Day will be held March 18-19, 2016.
- 15,000 to 18,000 individual attendees
- Over 150 participating sites, including libraries, museuems, schools, commercial makerspaces, and AC Moore stores
- Spread across all 21 counties of New Jersey
- Sponsors including LibraryLinkNJ, littleBits Electronics, America's Small Business Development Center (New Jersey), ManufactureNJ, AC Moore, and SparkFun Electronics, among others
- Activities included displays, live-feed demonstrations, hands-on programming and more!

Volunteers

- During the summer of 2015, 61 volunteers at Kennedy and 54 volunteers at Westergard donated a total of 1,669 hours helping run our summer reading club. 238 kids and their parents attended the 3 Summer Reading Club Volunteer orientations presented by Patty Sumner.
- 47 volunteers helped at our end-of summer carnival including family members, retired staff and ELKS members.
- During the school year, 19 volunteers worked 106 hours at Kennedy.
- The User Services Department benefitted from 968 hours of volunteer time in 2015.



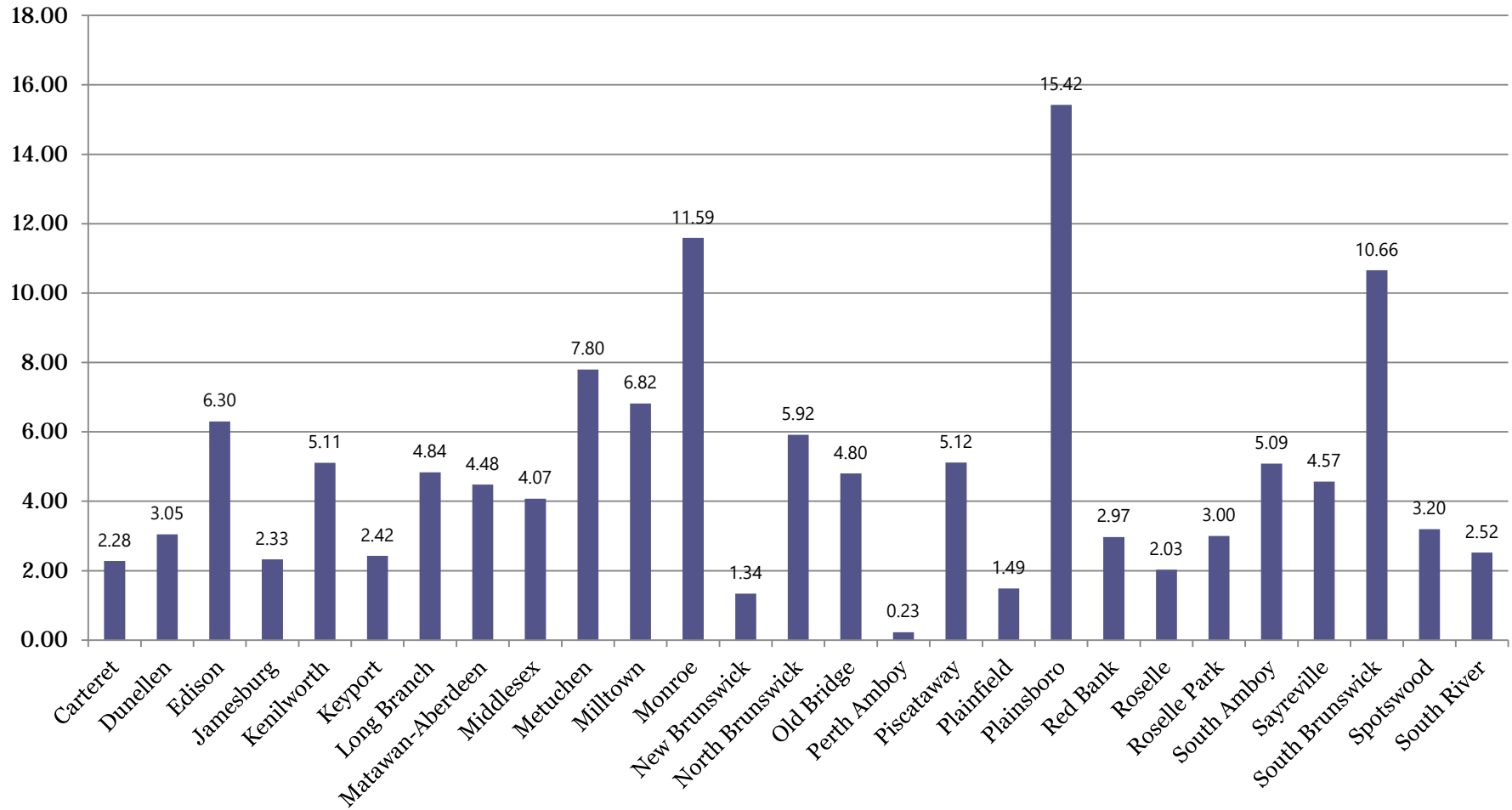
Community Involvement

- Piscataway Public Library hosted 5 blood drives with New Jersey Blood Services. In 2015, our drives raised 150 units of blood
- Our library once again participated in the second *Relay for Life* event, where our team raised funds for the American Cancer Society.
- The library was a Primary Planning Partner for the Statewide *New Jersey Makers Day* which had Making events at over 150 sites across New Jersey on March 21, 2015, njmakersday.org.
- Piscataway Public Library attended the IEEE Health Fair and issued library cards at the event.
- Library staff were invited to speak about the role of libraries in small business and workforce development at the opening of *NJ Manufacturing Week* at NJIT in September 2015.



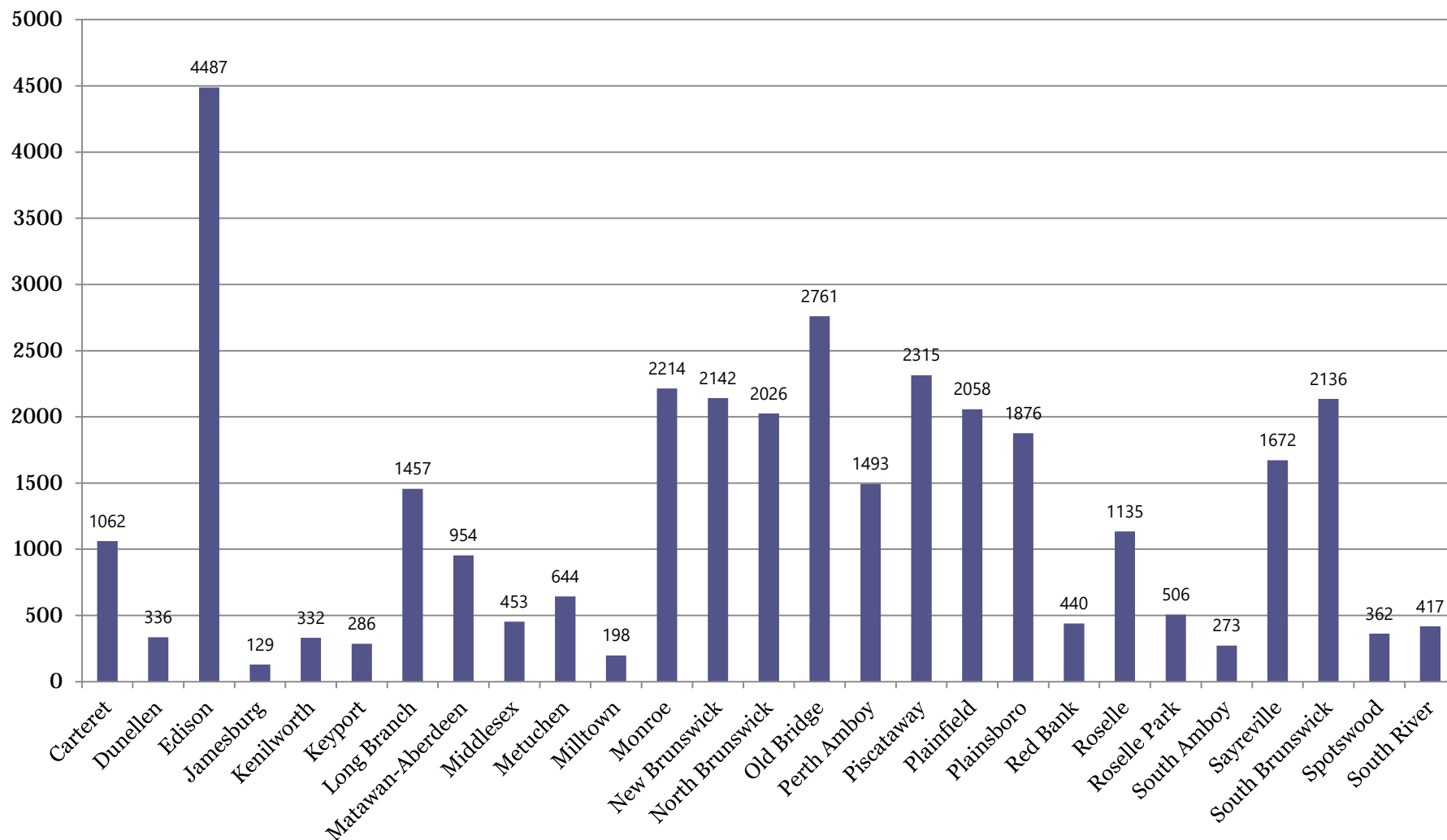
Comparative Statistics

Total Circulation Per Capita -- 2015 LMXAC Libraries



Comparative Statistics

New Users -- 2015 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	22,077
Residents Juvenile	8,077
Non Residents	1,248
Total	31,403

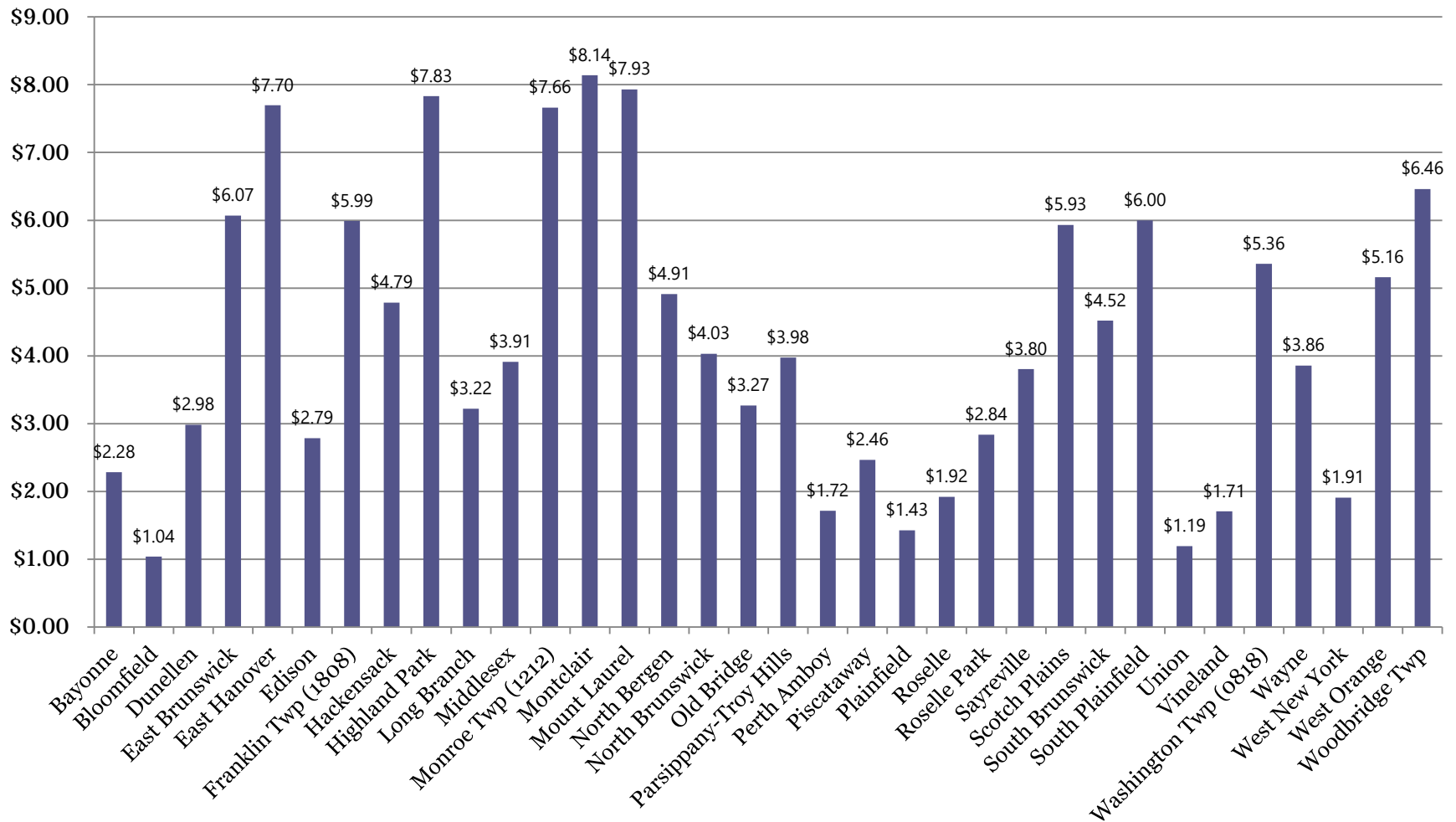
Comparative Statistics

- Comparative Statistics on the following slides utilize statistics from the New Jersey State Library. (<http://www.njstatelib.org/2014-library-data/>)
- The most recent statistics available from the NJ State Library are 2014 for the selected libraries.
- The library has added the 2015 value for Piscataway Public Library to each slide.

Comparative Statistics

Piscataway 2015: \$2.75

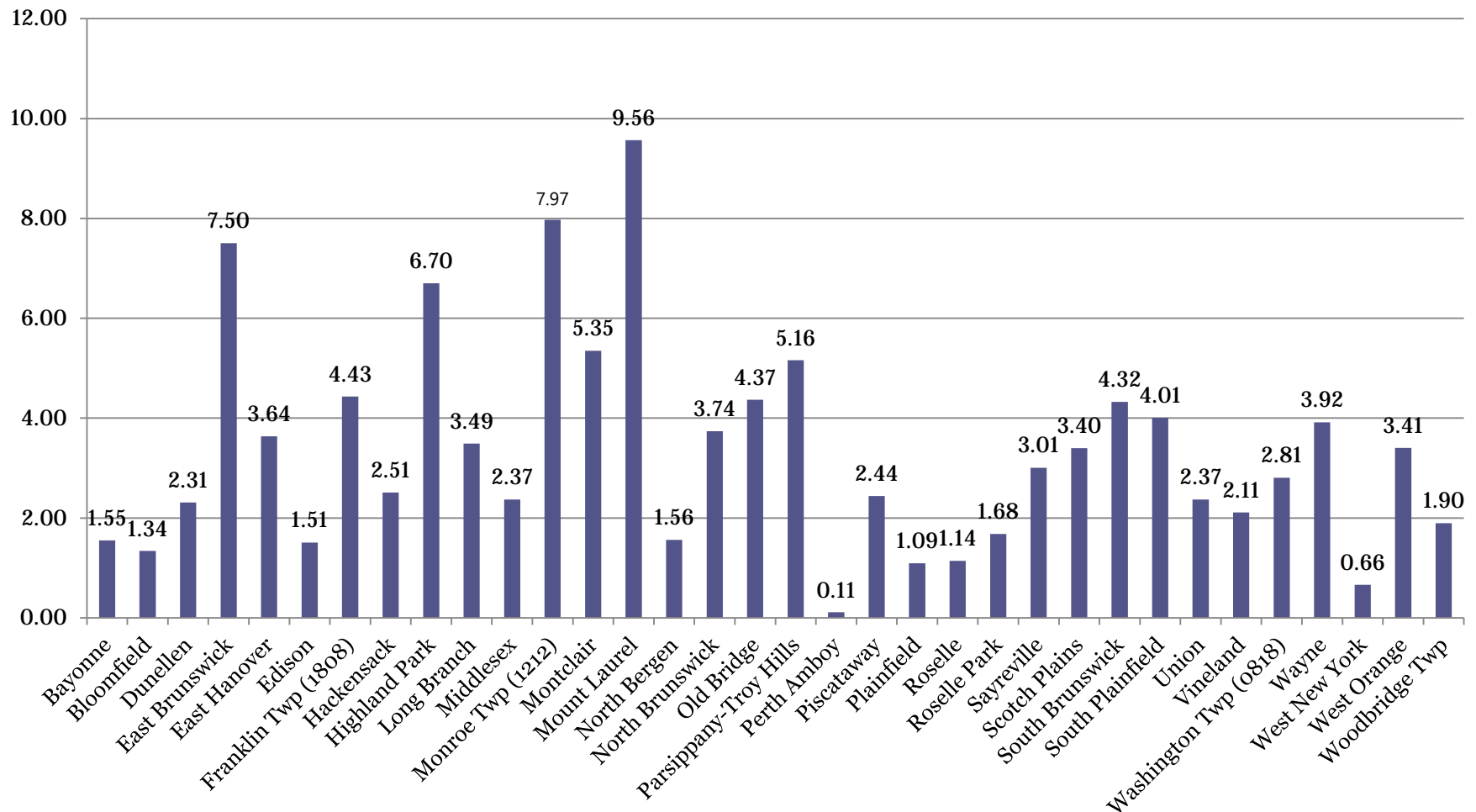
Total Materials Spending Per Capita -- 2014



Comparative Statistics

Piscataway 2015: 2.73

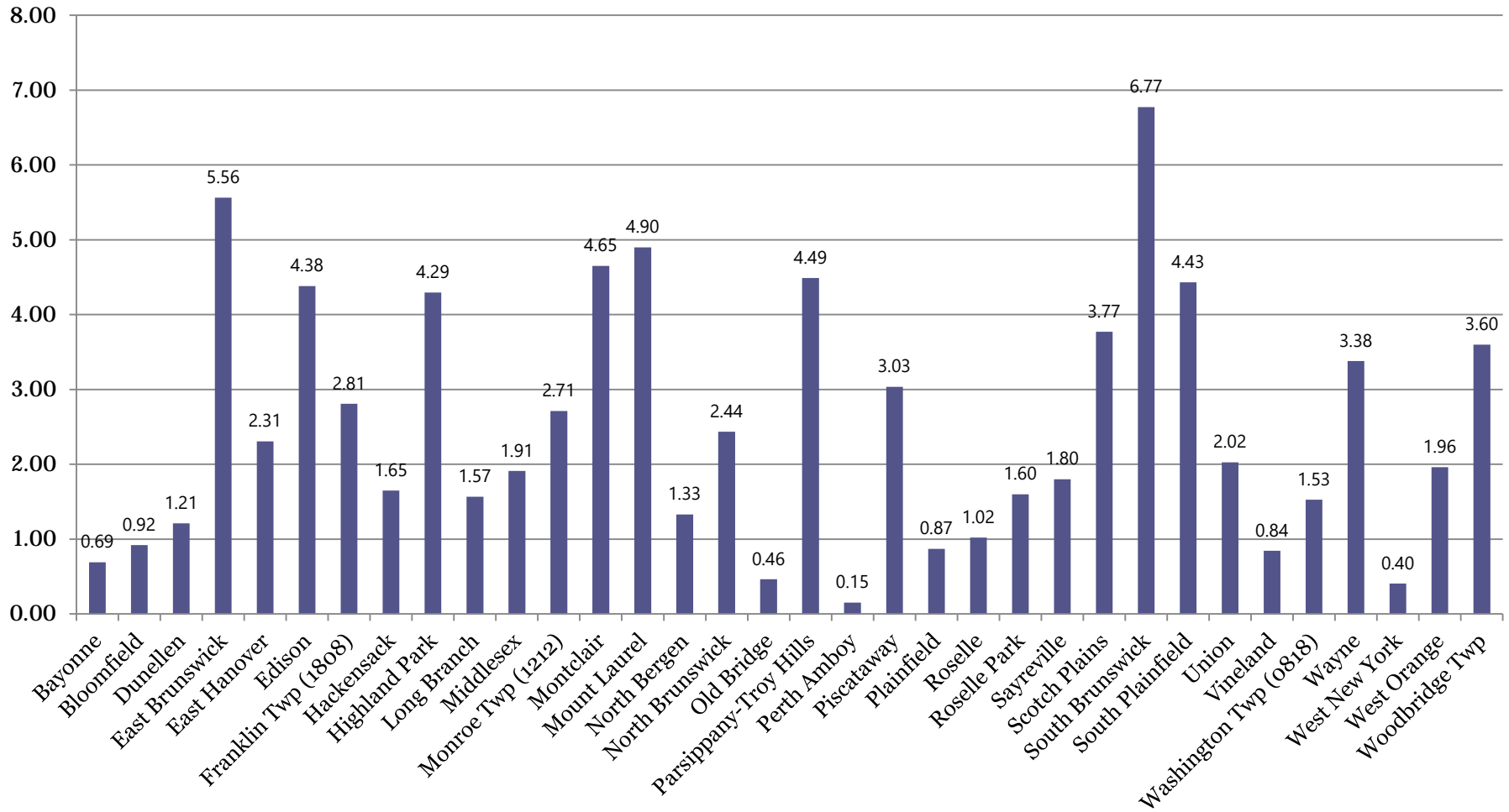
Total Adult Circulation Per Capita -- 2014



Comparative Statistics

Piscataway 2015: 2.87

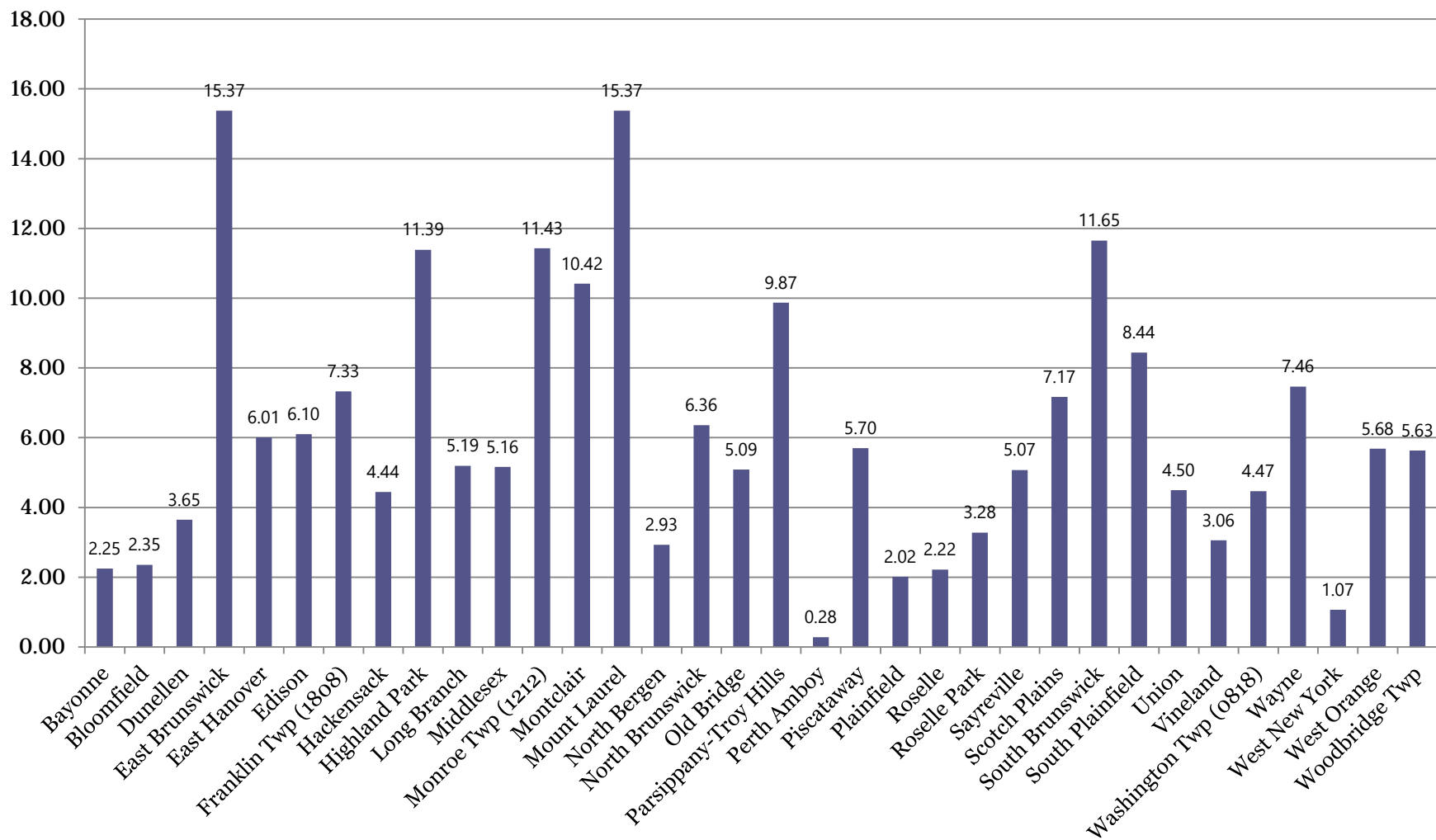
Total Children's Circulation Per Capita -- 2014



Comparative Statistics

Piscataway 2015: 5.86

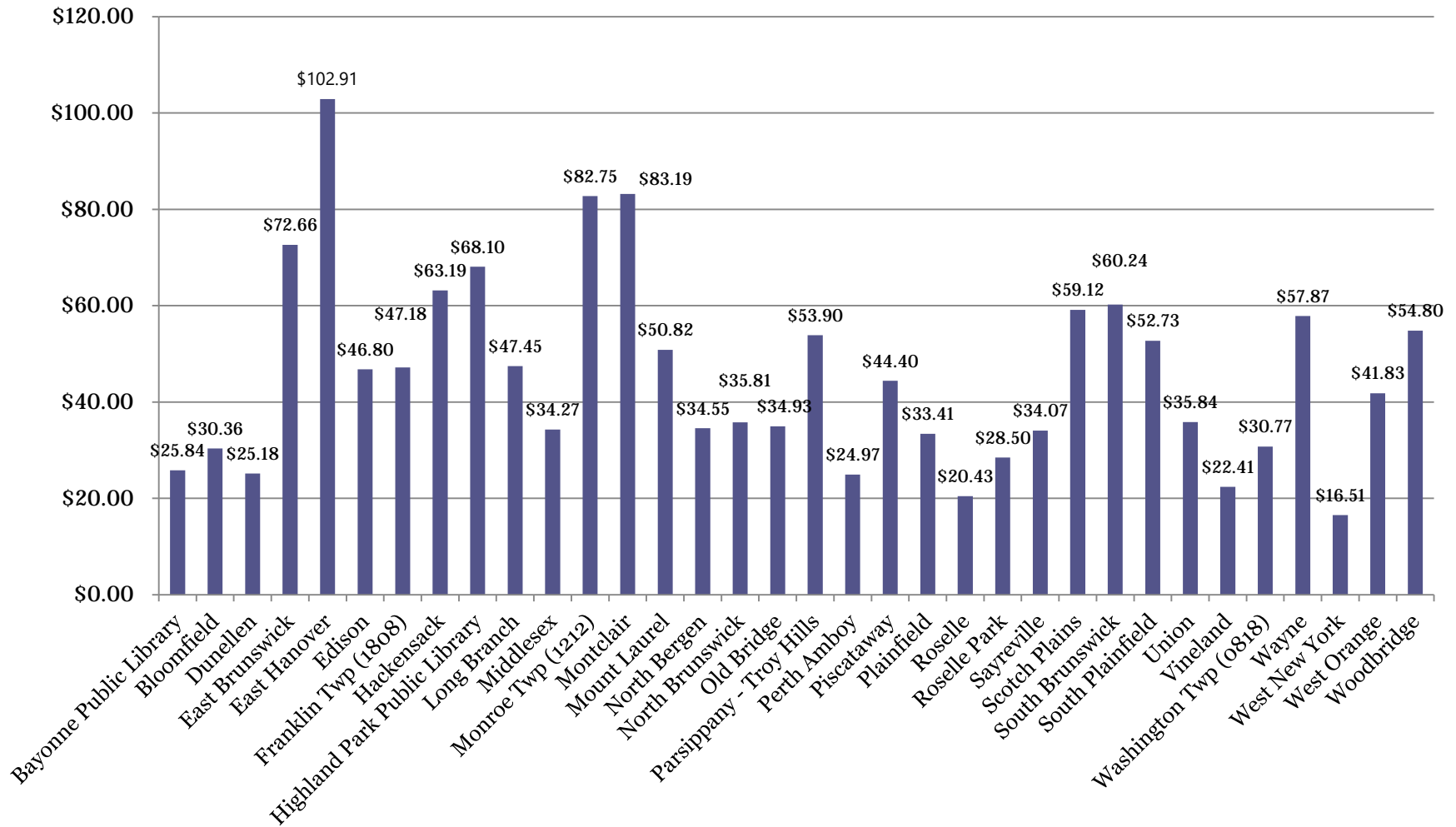
Total Circulation Per Capita -- 2014



Comparative Statistics

Piscataway 2015: \$45.61

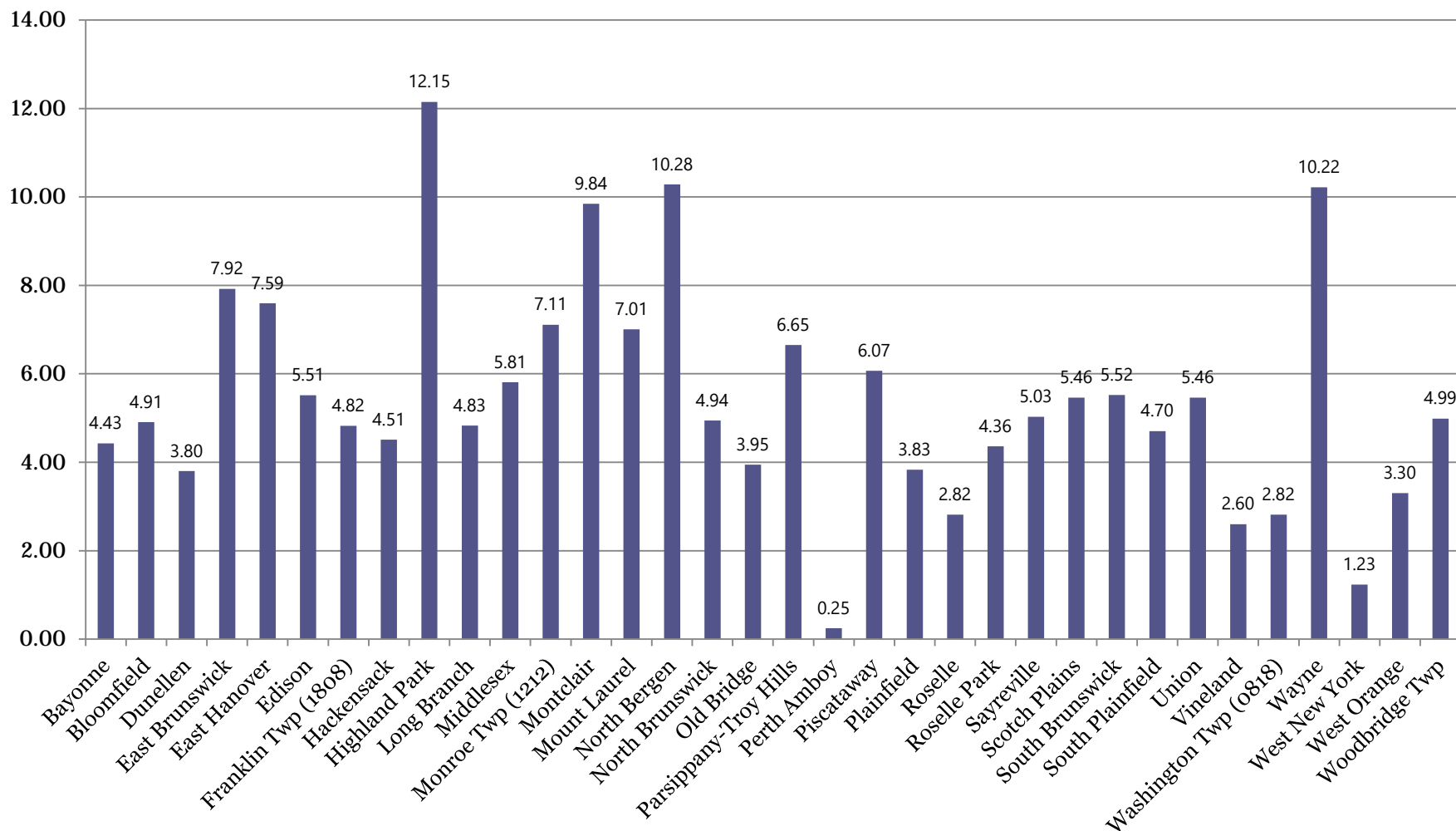
Library Expenditures Per Capita - Municipal Budget Appropriation



Comparative Statistics

Piscataway 2015: 5.45 (Some issues with people counter during year)

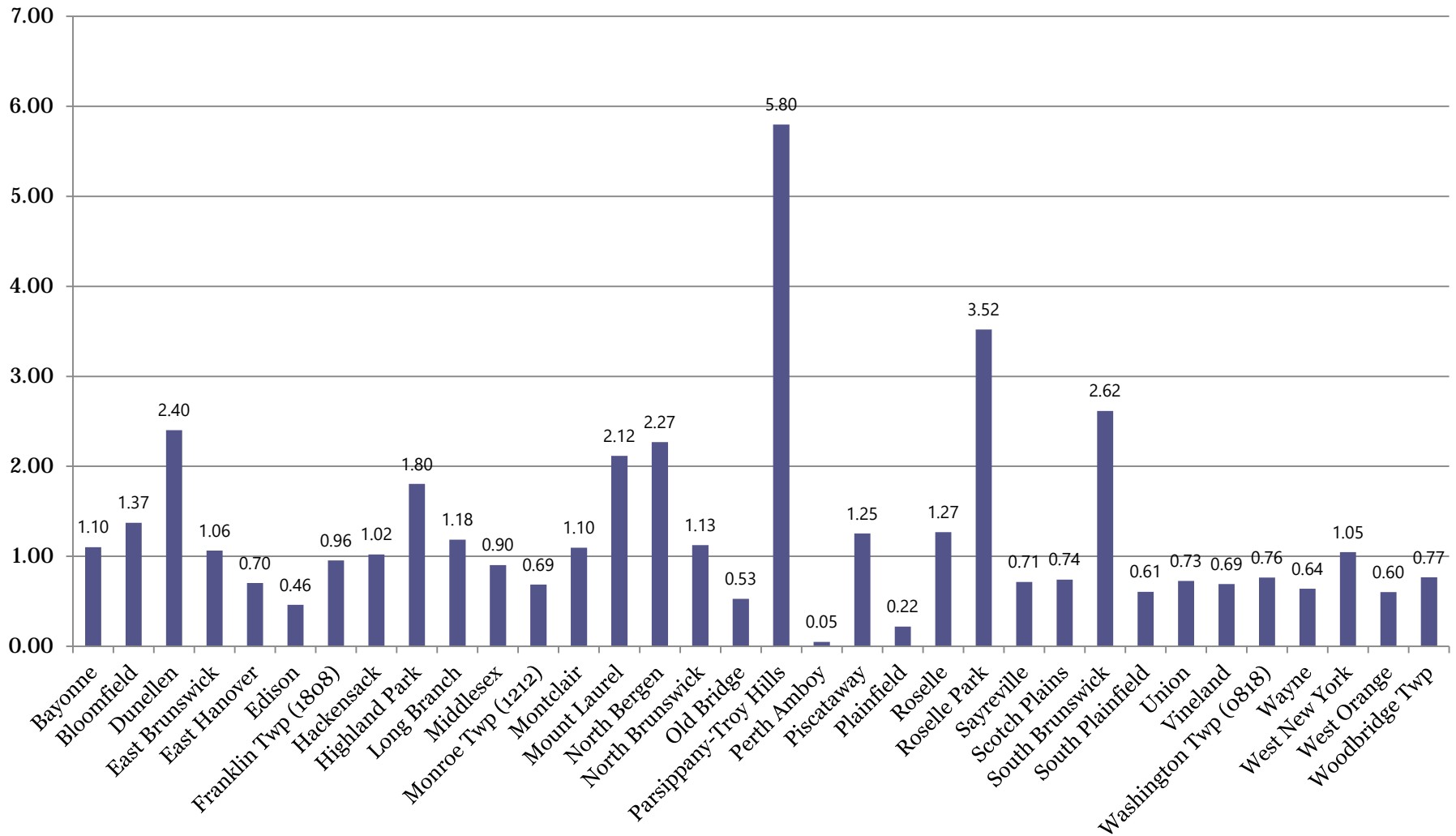
Library Visits Per Capita -- 2014



Comparative Statistics

Piscataway 2015: 1.16

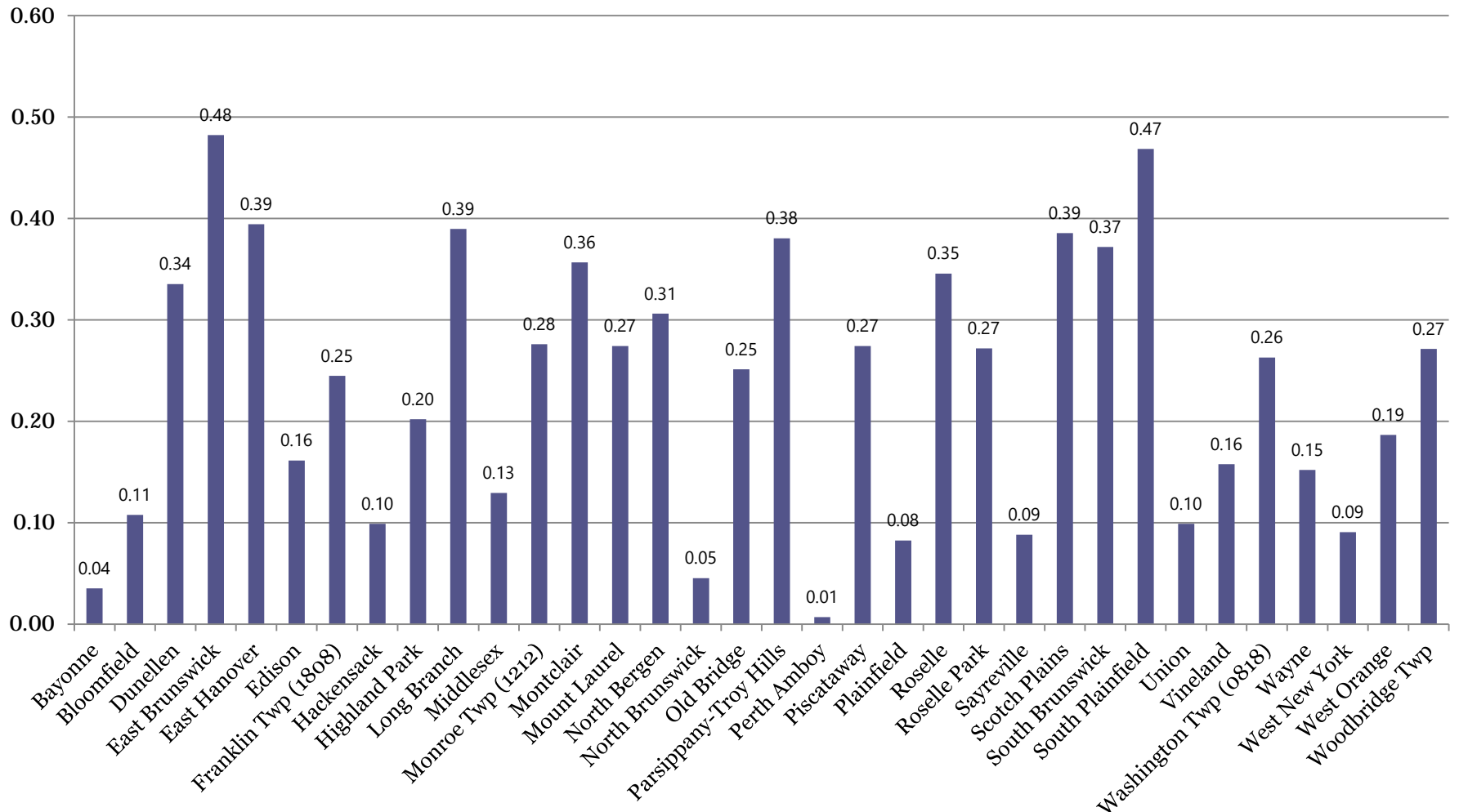
Public Internet Uses Per Capita -- 2014



Comparative Statistics

Piscataway 2015: .29

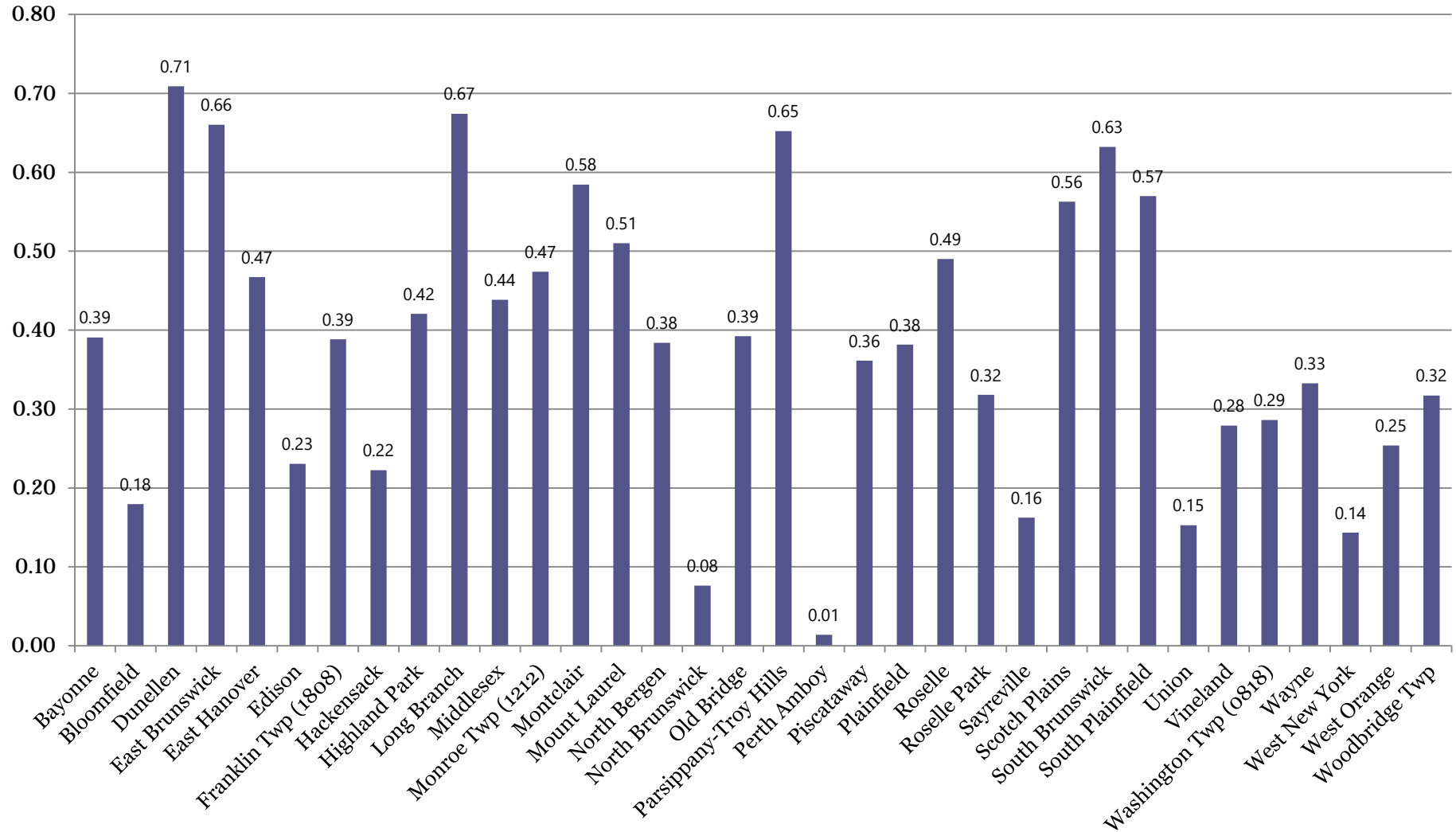
Children's Program Attendance Per Capita -- 2014



Comparative Statistics

Piscataway 2015: .38

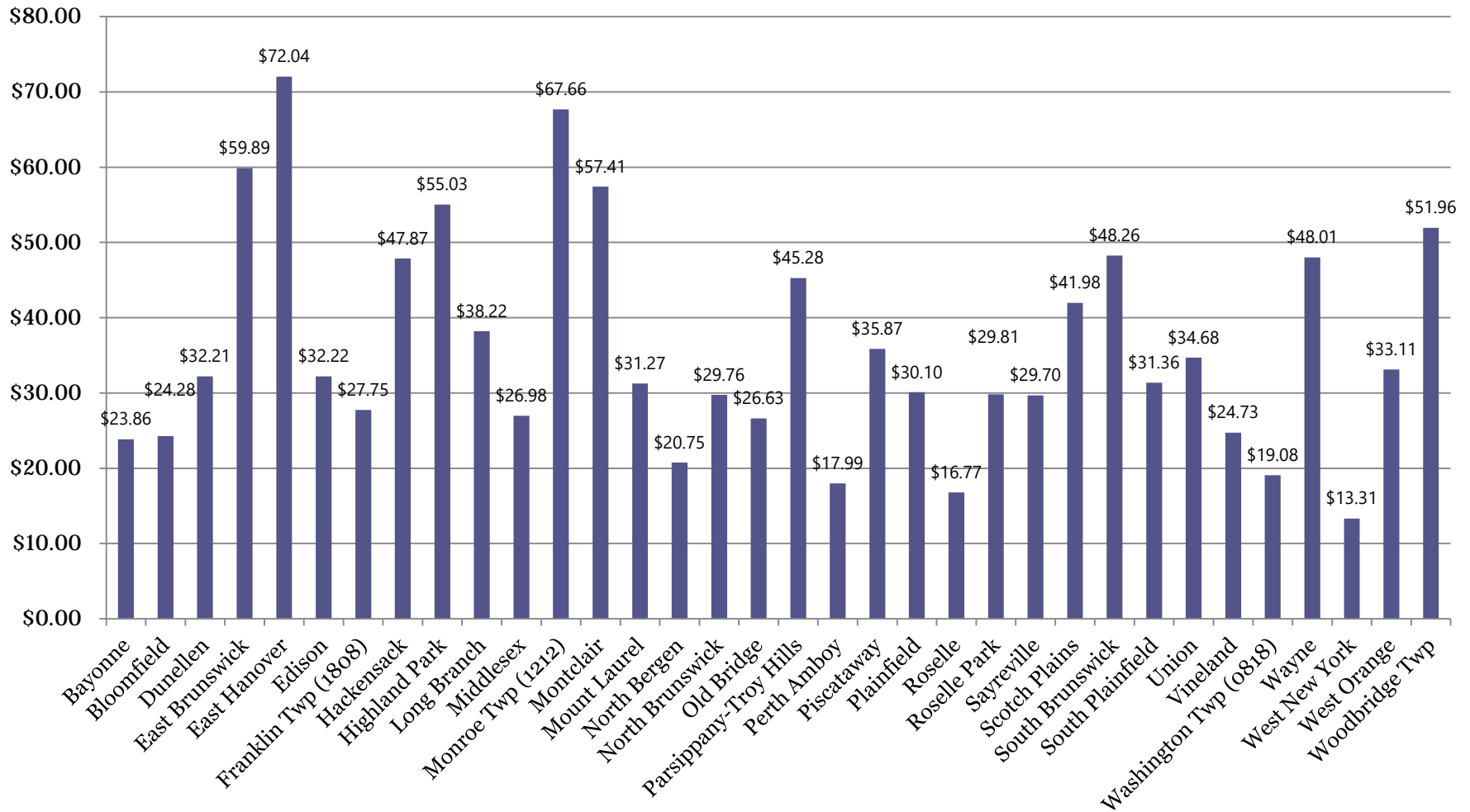
Total Program Attendance Per Capita -- 2014



Comparative Statistics

Piscataway 2015: \$39.62 (Includes
36% increase in health care costs)

Total Personnel Costs Per Capita -- 2014



Library Budget CY2014 and CY 2015

DESCRIPTION	CY 14	CY 15
Postage	\$1,500.00	\$1,500.00
Printing & Binding	\$	\$ -
Building Maintenance	\$20,500.00	\$24,000.00
Vehicle Repair & Maintenance	\$200.00	\$200.00
Equipment Repair & Maintenance	\$1,500.00	\$500.00
Prof. & Consulting Services	\$4,500.00	\$4,500.00
Books	\$110,000.00	\$112,000.00
Janitorial Supplies	\$4,000.00	\$4,000.00
Library Supplies/Office Supplies	\$11,000.00	\$11,000.00
Conferences & Meetings	\$ -	\$ -
Education & Training	\$3,000.00	\$2,400.00
Professional Assoc. Dues	\$1,500.00	\$1,500.00
Travel	\$2,400.00	\$3,200.00
Honors & Awards	\$400.00	\$ -
Equipment & Furniture	\$2,000.00	\$1,500.00
Plumbing, A/C, Heating	\$9,000.00	\$9,000.00
Data Processing Equipment	\$2,000.00	\$2,000.00
Electricity	\$117,000.00	\$114,000.00
Water	\$9,900.00	\$8,425.00
Telephone	\$12,500.00	\$9,800.00
Printer Maintenance	\$7,000.00	\$7,000.00
Gas - Heating	\$14,500.00	\$20,535.00
Periodicals	\$10,500.00	\$10,500.00
Non Print - Technology	\$1,000.00	\$1,000.00
Non Print - Adult	\$46,500.00	\$25,000.00
Non Print - Juv	\$7,500.00	\$6,250.00
Adult/YA Programs	\$6,100.00	\$6,100.00
Juv Programs	\$4,000.00	\$4,000.00
Admin Programs	\$1,000.00	\$1,000.00
Library Automation	\$74,000.00	\$76,000.00
	\$485,000.00	\$466,910.00
Medical Insurance	\$297,514.00	\$379,243.00
Social Security	\$122,800.00	\$122,847.00
Unemployment		
Salary & Wages	\$1,575,523.00	\$1,588,000.00
Personnel	\$1,995,837.00	\$2,090,090.00
Total	\$2,480,837.00	\$2,557,000.00

2016 Goals

- Implement wireless printing at both locations
- Develop Piscataway Public Library Foundation
- Create an ESL Writing Class
- Host Fourth Annual Summer Maker Camp with increased Cognizant *Making the Future Grant*
- Increase sponsorships and partnerships for NJ Makers Day
- Finalize reorganization of physical layout of Westergard Branch to improve user experience
- Update restrooms at the Westergard Branch
- Install new roof on the Westergard Branch