

2012 Annual Report

Mountainside Public Library



Mountainside Public Library
Constitution Plaza
Mountainside, NJ 07092
908-233-0115
www.mountainsidelibrary.org

2012 Annual Report of the Mountainside Public Library

Michael D. Banick, Director

January 25, 2013

Thank you for your interest in the Mountainside Public Library. This annual report will provide a brief summary of the year and report on some of the measures of use of the MPL for the period of January through December 2012.

The Mountainside Library faced some serious challenges in 2012. Budget cuts necessitated some service changes, none of which were desired, including a reduction in operating hours and severe cutbacks in the acquisition of new materials (books, CDs and DVDs). Beginning in January, the library closed at 5:00 on Wednesdays. The shortened hours, in conjunction with an unanticipated closure for almost two whole weeks after Hurricane Sandy, led to a nearly 6% reduction in our open hours for the year. This, in combination with fewer new items to borrow, led to declines in circulation, reference service and number of computer logins.

Circulation

The Mountainside Public Library's total circulation for 2012 was 66,933 items. This represents a decrease of 7.79% from 2011 (2011 total = 72,591, down 5,658). The MPL was open 278 days in 2012 (283 days in 2011), with fewer snow days but with several unexpected closed days after Hurricane Sandy. This closure accounts for part of the decrease in circulation this year. The decrease can also be attributed to fewer new materials and the elimination of Wednesday evening service, as necessitated by budget reductions.

The average daily circulation was 241 items per day (256 in 2011).

The total value of last year's checkouts was \$1,394,884.

Some circulation highlights:

<u>COLLECTION</u>	<u>Total '11</u>	<u>Total '12</u>	<u>Difference</u>	<u>% Change</u>
ADULT				
Books	23,446	21,648	-1,798	-7.67%
Audiobooks	2,057	1,593	-464	-22.56%
CDs	3,318	2,832	-486	-14.65%
DVDs	14,502	13,110	-1,392	-9.60%
Periodicals	980	747	-233	-23.78%
<i>subtotal - Adult</i>	<i>44,303</i>	<i>39,930</i>	<i>-4,373</i>	<i>-9.87%</i>
JUVENILE				
Books	20,188	20,285	97	0.48%
Audiobooks	346	433	87	25.14%
CDs	261	215	-46	-17.62%
DVDs	7,493	6,070	-1,423	-18.99%
<i>subtotal - Juv</i>	<i>28,288</i>	<i>27,003</i>	<i>-1,285</i>	<i>-4.54%</i>
TOTAL	72,591	66,933	-5,658	-7.79%

If we look at circulation over several years, we notice that the numbers tend to hover around the 70k mark:

Circulation Totals						
YEAR:	2007	2008	2009	2010	2011	2012
TOTAL:	76,837	75,902	78,194	74,383	72,591	66,933

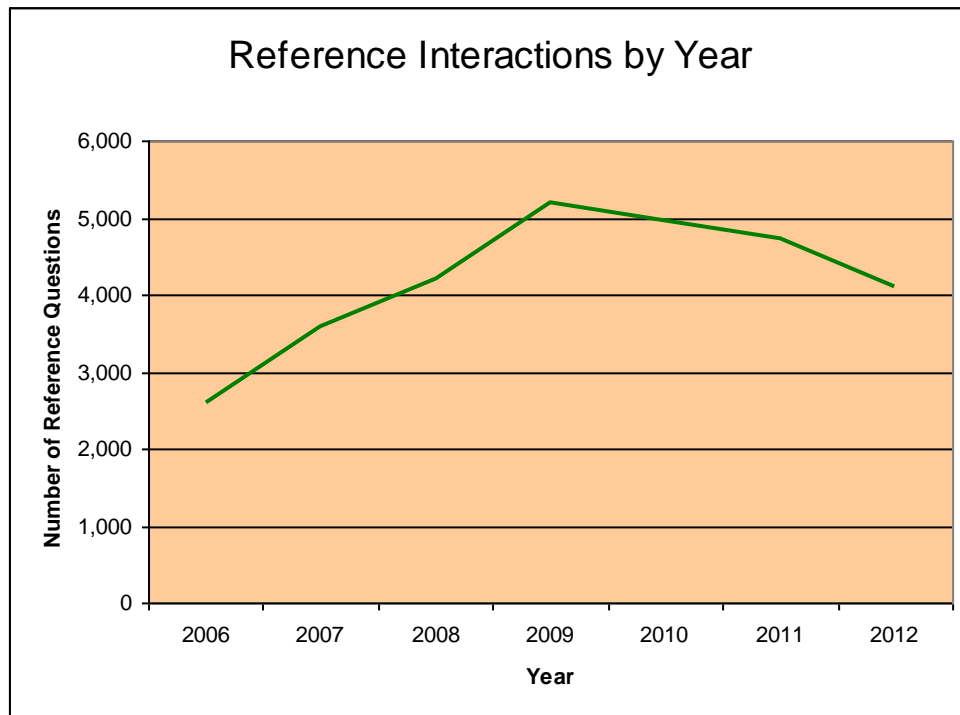
Lastly, it is the case that library use is changing. Even if circulation is down, visitation remains strong. In 2012, there were 56,628 visits to the MPL, with an average daily visitation of 204. The busiest month of the year was July, with 271 visitors per day, due in part to summer reading. The most lightly attended month was December, with a daily average of 162 visitors.

Reference Interactions

The Mountainside Library prides itself on providing friendly service from courteous and knowledgeable library professionals. There were 4,095 reference interactions in 2012, a decrease of 13.3% (-629 less than last year). This can be attributed in part to the reduction in hours and the unanticipated hurricane closure.

Year	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>
Total Interactions	2,602	3,594	4,200	5,204	4,960	4,724	4,095
% change (over previous year)		+38%	+17%	+24%	-4.7%	-4.8%	-13.3%

Over time, reference interactions are still up. The percent change in reference interactions from 2006 – 2012 is +57.4%.

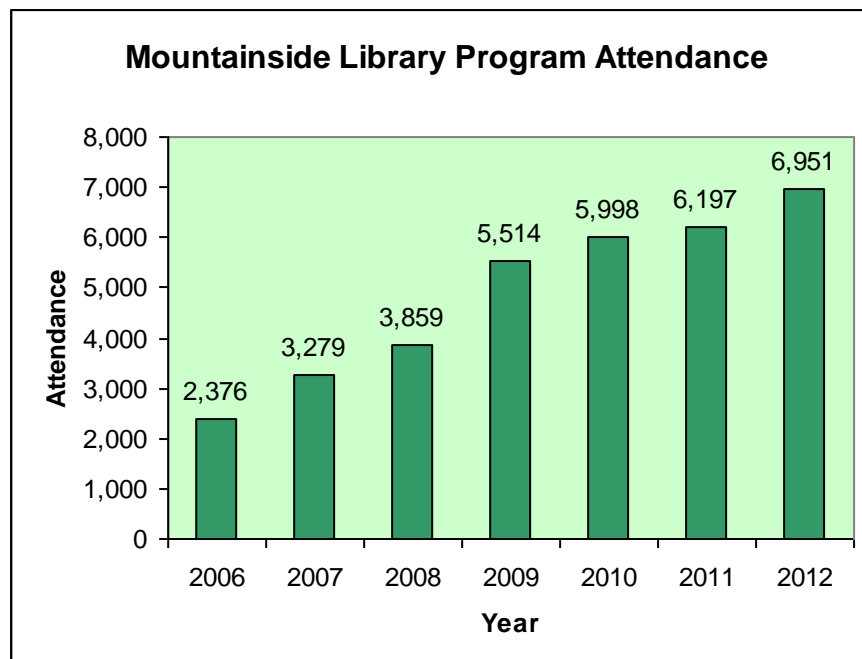


Programs

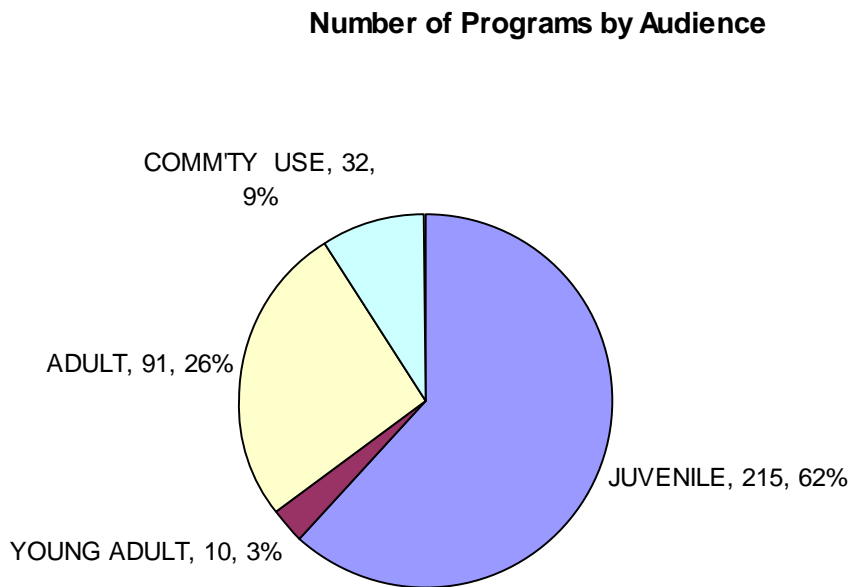
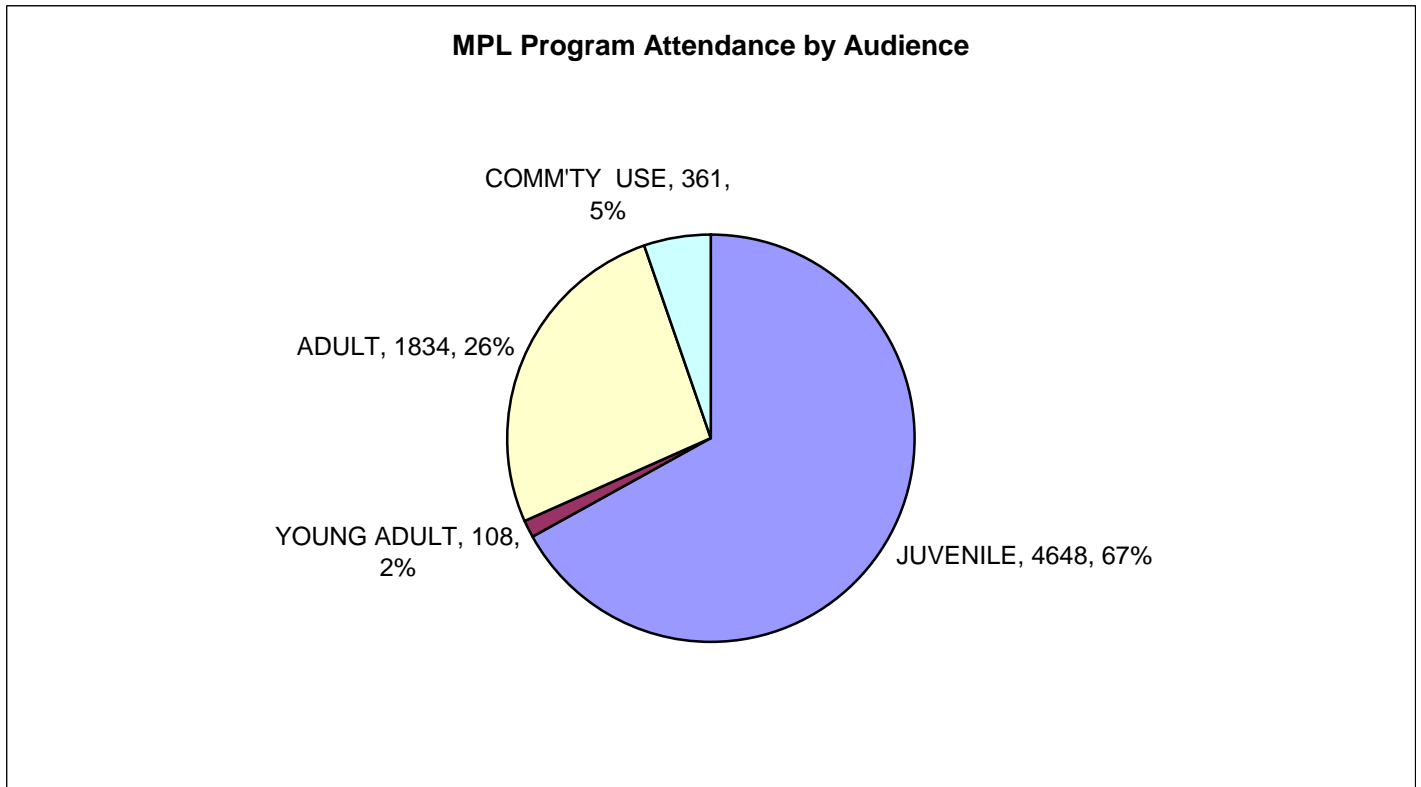
Programming continues to be one of the greatest strengths of the MPL. In 2012, 6,951 people attended 348 events and programs at the Mountainside Library, making 2012 our biggest year for program attendance on record. This is a 12% increase over 2011, our previous record year.

2012 Programs & Attendance												
LIBRARY SPONSORED PROGRAMS									COMMITY USE		GRAND TOTAL	
	JUVENILE		YOUNG ADULT		ADULT		Subtotal Lib Prgms		#	Attend	# of Prgms	Att
	#	Att	#	Att	#	Att	#	Att				
Jan	18	427	1	7	8	205	27	639	6	92	33	731
Feb	17	446	0	0	8	116	25	562	4	55	29	617
Mar	28	620	0	0	10	269	38	889	4	46	42	935
Apr	19	419	0	0	7	195	26	614	0	0	26	614
May	23	499	0	0	10	228	33	727	2	13	35	740
Jun	15	232	0	0	7	174	22	406	2	21	24	427
Jul	26	730	9	101	6	126	41	957	1	6	42	963
Aug	4	146	0	0	5	117	9	263	0	0	9	263
Sep	15	255	0	0	10	163	25	418	4	43	29	461
Oct	18	423	0	0	7	109	25	532	3	42	28	574
Nov	14	172	0	0	6	59	20	231	2	18	22	249
Dec	18	279	0	0	7	73	25	352	4	25	29	377
TOTAL	215	4648	10	108	91	1834	316	6590	32	361	348	6951

Year	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>
Attendance	2,376	3,279	3,859	5,514	5,998	6,197	6,951
% change		38%	17.70%	42%	8.80%	3.30%	12.17%



The percent change in program attendance from 2006 – 2012 is +192%.



The average attendance per event/program, including community use of the room, increased in 2012 to 20 people per program, (up from 18). Looking at *library-sponsored* programs only, our average attendance also increased, to 21 per program (up from 19).

The 2012 Summer Reading program was a success, although the participation was quite different from the previous year. The primary difference is that in 2012 the schools did not mandate participation they way they did in 2011. This led to declines in a year-to-year comparison. The 2012 statistics are more similar to the 2010 ones.

There were three categories of participation: Family, Independent Readers and Teen. The following table shows participation by category:

Category	2010 Partici- pants	2010 Total Read	2010 Avg amt Read	2011 Partici- pants.	2011 Total Read	2011 Avg amt Read	2012 Partici- pants.	2012 Total Read	2012 Avg amt Read
Family PreK – 1 st Gr	32	1,262 bks	39 bks	35	1,319	38 bks	26	1,503 bks	57 bks
Independent Grades 2 - 5	82	47,500 min	580 min.	80	60,000 min	750 min	48	31,391 min	654 min
Teen Grade 6 +	11	27,000 min	2,455 min.	249	543,000 min	2,180 min	29	34,542 min	1,191 min
Total	125			364			103		

77 children and 40 adults enjoyed special programs by City Winds Trio, Pete & Henry’s Magic and Youth Stages Drama Workshop.

364 children ages 5 months to 10 years and 263 parents came to Story Times.

160 students grades 3 – 8 participated in weekly book discussion groups.

Raffles for prizes were held in two age groups: grades 2-4 and grades 5-8.

Patron Registration

In 2012, we registered 334 new patrons. 212 of these were for Mountainside residents. The remainder is a combination of non-residents, nannies and partner libraries who borrowed books from us through Inter-Library Loan.

Library Inventory

As of 12/31/2012, the Mountainside Library had 62,484 items in its catalog.

In 2012, we added 3,624 new items and deleted 2,659 items for a net increase of 965 items over 2011 (61,519).

A quick look at our holdings:

Books: 54,847

Juvenile: 21,075
 Young Adult: 2,771
 Reference: 1,041
 Adult: 29,960

Music CDs: 2,074

Juvenile: 279
 Adult: 1,795

Audiobooks: 1,063

Juvenile: 299
 Young Adult: 80
 Adult: 684

DVDs: 2,895

Juvenile: 875

Adult: 2,020

Periodicals: 106 subscriptions, including:

Juvenile: 9

Young Adult: 10

Adult: 75

Newspapers: 10

Plus Value Line and other financial products

Plus an extensive backfile of past issues on most magazines.

Friends of the Mountainside Library

The Friends continue to be active supporters of the Mountainside Library, and have been a tremendous help to the MPL during our time of reduced budgets. The Friends held two big book sales in 2012, one in April and the other in October. Unfortunately, the October sale was eclipsed by a lot of the hurricane preparation, but we still managed to have a successful event, even if there was a long closure between the actual sale day and the ultimate cleanup.

The response to our September mailing was tremendous, so thank you for your support. Every dollar raised by the Friends gets returned to the community through increased programming, new books, new furniture and other special undertakings. This year, the Friends once again funded the summer Shakespeare Theatre programs from Drew University, all of children's summer reading and provided funding for new computer monitors on all public PCs.

Thank you to the Friends, and to all individual donors, for your support -- past, present and future. The Mountainside Library is fortunate to have your help and generosity.

Technology

Public libraries, including the MPL, continue to serve, in part, as community technology centers, with public computer workstations, Internet access, scanners, printers and even WiFi as a part of their service array.

In 2012, with private support from the Friends of the Mountainside Library, the MPL deployed new monitors on all of its adult and young adult public access computers. These new monitors are large (23") and are better suited for running multiple windows and multimedia websites.

The MPL also upgraded its web browser to Public Web Browser v. 2.0. This software is better compatible with multimedia websites and xml, making it a more stable interface for Internet-based activities.

In 2011, the library launched a mobile website. In 2012, enhancements were made so that visitors on mobile devices, such as tables and smart phones, are automatically redirected to the mobile site.

In 2012 there were 7,194 network computer logins, a decrease of 1,560 from last year (8,754, down 17.8%). This is attributed in part to our reduced hours all year long plus our extended closure after the hurricane. It is also the case that more and more users are coming to the library with their own devices (laptops, tables and smart phones) and jumping on our wireless service. These uses are not captured in our network login statistics.

Online databases remain an important part of our service array. Databases are searchable information banks that provide access to news articles, book and product reviews, reference information and more. Our databases are Web-based, but searching them should not be confused with just doing an Internet search. Databases are better for research than a general Internet search, as the sources they pull from are qualified and reliable. In 2012, there were 10,852 queries to our databases, an increase of 77% (+4,745).

Board Activities

Continuing education was satisfied in 2012 with board member Steven Witt attending the New Jersey State Library's Trustee Institute, a one-day workshop held in Eatontown, NJ.

Trustees Ginger So Chan and Steven Witt were re-appointed to the Board in December of 2012. Their terms will run until December 31, 2017.

Library Staff

Kudos to the Mountainside Library staff for a job well done in a particularly demanding year. Between the changes in hours, the reduced budgets, the general busy-ness and the unpredictable weather, there were certainly a lot challenges to overcome. Like always, the MPL staff did it with style and grace. Thank you for all your hard work and dedication.

Looking Ahead

Funding will be one of the biggest concerns facing the MPL in the short term, and one of the goals of the Board of Trustees is to make a stronger effort at fundraising. Private support for public libraries has never been as critical as it is right now. With municipal funding in serious decline (down \$90,000, or about 14% in just four years), and with a cumulative funding loss of over \$200,000, every dollar raised will help preserve the level of service you expect in a facility that is both comfortable and well-maintained. We understand that many organizations are seeking funding, but if you are at all able, please contribute to the Mountainside Public Library. All donations are recognized with a letter that you should maintain for your tax records. Monetary donations to the library are tax deductible, as prescribed by law.

One of the biggest undertakings for 2013 will be improvements to the library's HVAC system. The current air conditioning is original to the building (ca. 1967) and repair, maintenance and operating costs are becoming prohibitively expensive. In January 2013, the Borough Council approved funds to study and engineer a new system. Included in the project may also be a built-in automatic back-up power generator, which will allow the library to be open during an extended blackout.

A review of this report's statistics show in part how library use is changing. While circulation may be down and reference queries may have peaked, visitation remains strong and program attendance is spectacular. The Mountainside Library has indeed become a kind of community center, and future undertakings and expenditures will hopefully consider this status -- this role in the community -- to ensure that the wishes of the public are being met.

As we continue moving forward into the 21st century, it is becoming very clear that technology will be an increasingly important facet of library service. Care needs to be taken that the needs of both analog (print) and digital (online) users are both being met. Networks, subscriptions, hardware and software need to take into account the demands of our electronic world, with an eye toward proper planning, reliability and user security.

Finally, after nearly six years to the day from my very first day here, I will be leaving Mountainside to take on a directorship elsewhere. It has been a pleasure serving as your library director. My final day in Mountainside will be Friday, February 15, 2013. I thank you for your support and, indeed, your friendship, and as I said in my January newsletter, I hope you will be as kind toward my successor as you were toward me.

Thank you, as always, for your support.

Michael D. Banick
Director

Accepted by the Board of Trustees, January 28, 2013