



ANNUAL REPORT 2016

The year 2016 has been a busy, stable and successful one for the Mountainside Public Library, marked by several new initiatives for patrons young and old.

Circulation The circulation of all library materials remains strong, with regular growth in the use of downloadable electronic materials for both children and adults, as evidenced by the continued popularity of the Tumblebooks database for children K-5 (sponsored by the *Ryan Patrick Faella Foundation*) and the continued increase in use of eLibraryNJ for patrons of all ages (15.9% from 2015 and 43.2% from 2014): both can be accessed remotely, with a Mountainside Library card. A gradual drop in the circulation of physical materials over time is also in keeping with nationwide usage trends and can still be attributed in part to the necessary reduction in the purchase of new materials, due to an ever tightening budget. Our new Homebound Delivery Program connects volunteers with homebound residents, to supply them regularly with library materials. Expansion of the Large Print and Audiobook collections, of particular importance to this program, has been made possible by a grant from the *Watts Mountainside Community Foundation*. Regular DVD “3 for the price of 2” events timed to school holidays continued this year and many of our patrons took advantage of the offers. Although audiovisual materials have generally shown a slight downward trend in circulation, they do remain a very popular and important part of our collection.

<u>Collection</u>	<u>Total '16</u>	<u>Total '15</u>
ADULT		
Books	14201	15898
Audiobooks	931	993
CDs	1312	1614
DVDs	3412	3472
Periodicals	455	486
<i>subtotal - Adult</i>	20311	22463
JUVENILE		
Books	17681	19591
Audiobooks	167	214
CDs	96	163
DVDs	948	1354
<i>subtotal - Juv</i>	18892	21322
Young Adult		
Books	1198	1537
Audiobooks	14	12
<i>subtotal - Young Adult</i>	1212	1549
eLibraryNJ	2221	1916
TOTAL	42636	47250

Reference Interactions Our Reference Librarians handled a wide variety of requests in 2016, from tech and computer tutorials to job application and research assistance. The Reference desk is always staffed by a Librarian

during open hours, with Circulation staff also ready to assist with simple Reference inquiries as needed. InterLibrary Loan continues to be a very important function of our Reference service: any items which have been released for more than six months and are not in our collection can be requested for Mountainside residents from other libraries, through InterLibrary Loan. In 2016, Mountainside residents borrowed a total of 549 items through this service. The Mountainside Library also lent a total of 276 items to other libraries across the country, for a total of 825 InterLibrary Loan transactions during the course of the year, which is consistent with the activity in prior years.

Year	Items Borrowed	Items Lent	Total Transactions
2013	586	138	724
2014	510	321	831
2015	550	254	804
2016	549	276	825

Online database offerings constitute another important aspect of our Reference service and are accessible 24 hours a day with a Mountainside Library card. Subscriptions sponsored by the State Library are subject to annual variations based on cost and use, as are our proprietary subscriptions. Certain statistics stand out, however and use of our databases continues to be strong, some peaking in conjunction with students' school assignments and others with socio-economic trends. For example, the Corfacts business-to-business database sees a great deal of use by business people and job seekers alike and had a 20.9% increase in use this year over 2015. Despite necessary cutbacks, general database use remains strong overall. The library's Reference staff welcomes all of your inquiries and looks forward to assisting you with answers to your questions.

Programs Programs for entertainment and education continue to be an increasingly important library offering to the public, with steady growth in attendance. Our acclaimed children's programming fosters literacy and a love of reading from babyhood on, with "Lapsits", Story Times, Kindergarten Story Time Theater, August story times at the Mountainside pool, Summer Reading clubs and activities, and carefully chosen guest artists. Our many regular Origami, Squiggle Club and Lego Club programs continue to be very popular and build on the concept of STEAM education. Thanks to a generous 2016 grant from the *Union County Board of Chosen Freeholders* in support of Early Literacy and STEAM education, we have renewed our "Book Bags for Babies" program, launched a "1000 Books Before Kindergarten" initiative, added bilingual books and new non-fiction books to our Children's collection and developed a Maker Space for our youngest patrons. We also participate annually in MakerDayNJ, an event for all ages held every March in libraries throughout the state. In addition to standalone events for adults on a variety of topics, our program series have also garnered an enthusiastic response. Our monthly Career Networking Group, a joint effort of the Scotch Plains and Mountainside Libraries, draws a great variety of speakers and welcomes back successful alumni to share their stories. Saturday Musical Getaways offer monthly live performances from musicians representing a variety of genres. Our Opera Festival sponsored by *Mena Clemson* and the *T. Robel Hill Foundation* and now in its fifth season, showcases famous performances on DVD. The Tuesday Night Movie series screens newly released feature films, documentaries and beloved classics. The Brown Bag Academy is a weekly series featuring lectures from the Great Courses, and the Monthly Guided Meditation Series, led by Sally Younghans, is now in its second year. Some of our presenters offer their programs free of charge, while our paid programming is generously subsidized by the *Friends of the Mountainside Library*.

In 2016 we held 428 programs, attended by 8309 patrons, of which 257 were for children, 148 for adults and 23 for community use, which represents a continuous growth of 4% in programs and of 1.6% in attendance over 2015. These numbers reflect once again the increasing importance of library programming to the community.

Year	Number of Programs	Total Attendance
2013	396	6995
2014	370	6110
2015	411	8177
2016	428	8309

Summer Reading The summer reading theme for 2016 was “On Your mark, Get set, Read!” A total of 1,050 participants enjoyed our special events, including Pool Story Times, Family Story Times, Ninja Fitness, Yoga/Meditation, Duplo Parent & Child Building and 3D Design/Print Class. 506 titles were read by 11 family reading teams, and 41 individual readers from Kindergarten through 8th grade read for 64,980 minutes or 1083 hours. Book groups read for a total of 20,160 minutes or 336 hours. Prizes were given to the younger readers and raffle tickets for gift certificates to the older ones, with a wrap up party and movie for 4th through 8th grade students, at which each participant received a new book as a gift. The Summer Reading program was sponsored by the *Friends of the Mountainside Library*.

Patron Registration 282 new patrons were registered by the library in 2016, of which 165 were residents of Mountainside. In September, the Mountainside School District partnered with us to encourage children of school age to register for a library card. In addition, the library issued 58 replacement cards.

Collection Management Continuing the trend of the last few years, spending on materials has remained low, in response to a consistently tight budget and rising fixed costs. This regrettable but necessary reduction in spending on library materials has been alleviated each year by contributions from the *Friends of the Mountainside Library* and by private, memorial and community donations. This year, we also received generous support from the *Watts Mountainside Community Foundation* and the *Union County Board of Chosen Freeholders*, to build our Large Print, Audiobook and Children’s collections.

Technology 2016 saw the installation of a new projector and HDMI cabling in our meeting room, to facilitate the many types of programs for which the space is used, as well as the installation of room darkening shades for the comfort of our daytime movie viewers. A third computer was added to our Young Adult area, to address the increasing use of that space after school and a new, more versatile scanner for patrons has replaced the old one. These projects were all made possible thanks to grant funding from the *Watts Mountainside Community Foundation*. In addition, the Library’s failing server was replaced in October. Use of the Library’s Windows computers remains consistent with prior years, as indicated by the 4,234 patron logins in 2016. The two AWE Early Learning Stations in the Children’s department, a gift from the *Friends of the Mountainside Library*, are in constant use and had 1,684 logins. The wireless campus system, installed in September 2015, has not only improved and secured the signal for our patrons, but also allowed for the collection of wireless use statistics which all libraries are now required to report annually. Not only does empirical observation indicate an increasing number of patrons using their own devices to work at the Library, but our first full year of results shows that our Wi-Fi had 4,130 logins in 2016. In March, the library participated in our second annual MakerDayNJ, an event designed to highlight the essential role of libraries in supporting the national maker culture trend and the principles of STEM and STEAM education. Programming for the day featured a variety of activities, including demonstrations and instruction with our new 3D printer.

Buildings and Grounds The HVAC system installed in 2014 still cools the building effectively, but does not yet remove humidity during the cooling season, which has led to problems with the collection and with printers and copiers. It also continues to be significantly more expensive to operate, which was unanticipated for a new technology with a greener design than the old HVAC which was original to the building. We worked with the Borough again in the summer of 2016 to find a solution to the problem and hope to be able to resolve the issue in the summer of 2017.

The library had 45,909 visits this year, resulting in 40,415 checkouts, valued at \$842,248.60.

Friends of the Mountainside Library The Friends of the Mountainside Library work tirelessly throughout the year in support of our programs and services, many of which would not be possible without them. In addition to their annual fall membership drive, the Friends maintain a busy schedule of activities all year long, including their spring and fall book sales and the more recent jewelry and accessories sale. Such projects require enormous advance planning and effort and the library truly appreciates their dedication and hard work. The Friends make possible all of the following and more:

1. Both our website and the WowBrary database, which highlights new additions to our collection on the Library website's home page, are sponsored yearly by the Friends. WowBrary had 2,944 uses this year.
2. While some of our program presenters offer their services free of charge, many earn their living at it and do charge a fee. These paid programs offer our patrons an extra level of enrichment and are generously sponsored by the Friends. All of the performers, activities and prizes in the Summer Reading program are also sponsored by the Friends.
3. The Library's outdoor sign, which had suffered due to years of weather exposure, was refurbished by the Friends in 2016.

Community Support As we work to respond to the needs and interests of our patrons and to improve our services and offerings to the community of Mountainside, it is important to recognize the wonderful support we receive in return, from individuals, foundations and community groups, in the form of donations, memorials and grants.

Board of Trustees Trustee Maya Frungillo has been reappointed to the Board of Trustees. Her new term will expire in December 2021.

Personnel In October, Ann Sharlow replaced Jenny Zbrizher as a member of our part-time day and weekend Circulation staff, when Jenny left to take a full-time Reference position elsewhere.

Looking Ahead We expect 2017 to be an exciting year, as we prepare to launch several new projects. While the budget will still be very tight, the Mountainside Public Library will continue to pursue external sources of funding and to put a priority on the fulfilment of our mission to serve the community to the best of our ability and in the way in which it deserves. We are proud to be your Library and to play such an important role in the life of the community.

Thank you for your continued support,

Marilyn J. Favreau, Director