



STAFF & VOLUNTEERS AT COMIC CON 2017 PROGRAM

Bergenfield Public Library

2017 ANNUAL REPORT

A WORD FROM THE DIRECTOR

As Director of the Bergenfield Public Library, it is my pleasure to share with you some of the highlights from this past year. As you will see, 2017 proved to be a productive (and fun!) year for library staff, volunteers and our patrons.

In a town as diverse as Bergenfield, the Library means a lot of different things to a lot of different people. For the town's young adults, we serve as a safe space during weekday afternoons. For stay-at-home parents, we provide crucial early literacy programming and socialization opportunities for their children. Our ESL tutors work tirelessly to help those who are looking to improve their English skills. And of course, the Library continues to update and curate a collection of materials for all of our voracious book, film and music lovers. This year, our expanded slate of individual and community-focused programming provided residents even more opportunities to learn, explore, and connect with their neighbors.

Thanks to our library users and volunteers, we continue to evolve to meet the needs of our diverse community while preserving its hometown feel.

As we wrap up 2017, we look ahead to our future. 2018 brings us new horizons to look forward to, including the Library's 100th anniversary. There's never been a more exciting time to be a part of the Library and we thank you for your continued support.

Allison Moonitz

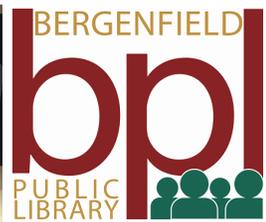
ALLISON MOONITZ
Library Director



The Library's Promise:

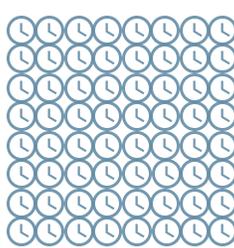
- *Enrich, educate and empower users*
- *Stimulate imagination, discovery and a love of reading*
- *Offer a welcoming, user-friendly facility*
- *Provide quality service*
- *Offer up-to-date technology*
- *Foster civic pride*

The True Impact of the Bergenfield Public Library on our Community



"A library outranks any other one thing a community can do to benefit its people. It is a never failing spring in the desert."
— Andrew Carnegie

LIFELONG LEARNING AND PERSONAL ENRICHMENT

 Young adults spent **8,300** hours at supervised, age-appropriate Library programs in 2017. That's time spent making friends, learning new skills, using their time productively and NOT making bad decisions!

 Over 10,000 people attended 720 library programs & events in 2017.
That's 1 out of every 3 residents!

Bergenfield students read over 3,100 books this summer!
-at 3 hrs/book that equals nearly 2 school years of time reading in **ONE SUMMER!**



VALUE OF A LIBRARY CARD

\$816.00

Average value of materials borrowed on a Bergenfield Library card

\$0.14

Average cost to each resident

With 150,000 books, CDs, magazines, ebooks and more in our collection, that's almost 6 items available per Bergenfield resident

Bergenfield residents save over

\$75,000

on computer and tech classes!

Bergenfield adults logged over 500 hours of FREE training last year. Compare that to \$150/hr basic training at Best Buy.

DAY TO DAY USAGE



140 meetings hosted for local community groups and organizations



212,001 library items checked out (Jan-Nov. '17)



24,484 sessions on our public computers and wifi network



Almost 25,000 questions answered by our Library staff

BREAKING RECORDS IN 2017

9% Increase in Quiet Study Room usage

10% Increase in e-circulation

1% Increase in foot traffic

5% Increase in ESL Tutoring Sessions

OUR MISSION...

The Bergenfield Library is the lifelong learning and cultural center for our community. Our mission is to provide materials, information, services and programs for enjoyment, learning, cultural and personal enrichment. Our library is a source for the best in popular reading and non-print material for people of all ages. We accomplish this in a welcoming environment as we embrace technology and other means of delivering our services.

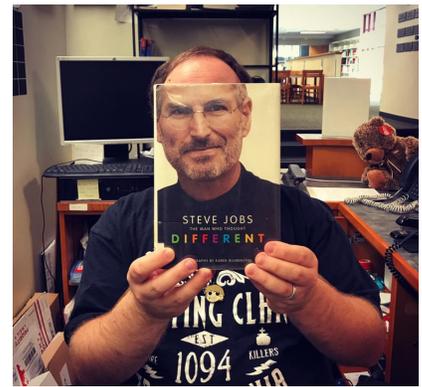
We aspire to enhance the quality of life for all our residents, promote their well-being and assist all in attaining their maximum potential. We provide enjoyable and fulfilling experiences for our children to stimulate a love of reading and learning. We recognize and build on the strengths that is Bergenfield.

CONNECTION TO OUR LONG-RANGE PLAN

GOAL 1: PROMOTE THE LIBRARY'S PROGRAMS & SERVICES

Through its increased face to face outreach as well as digital marketing and advertising campaigns, the Library strives to stay visible in the community. To assist with this goal, in 2017, a part time PR assistant was hired to help expand marketing and publicity efforts. As a result, we've observed:

- 1% increase in overall foot traffic
- 5% increase in program attendance, including over 1,000 attendees at our Comic Con 2017 program
- 30% increase in followers on social media platforms and email newsletter engagement



#BookFaceFriday is a fun way for staff to promote reading through social media

GOAL 2: SUPPORT LIFELONG LEARNING

The Library supports individual growth and lifelong learning for all members of the community, reflecting the community's cultural diversity, increasing services targeted to special needs populations, and increasing e-book usage. Activities included:

- 16% increase in number of free Adult programs offered to the public, including concerts by the Garden State Harmonica Club and Latin singer Mayra Bello
- 4% increase in number of free Youth Services programs offered to teens and tweens, including Stories in Slippers and Makerspace Mondays
- Registered 51 new learners for the Library's ESL program, along with forming a 3rd "Beginner's English" conversation group
- Repurposed 1,485 square feet of existing space into new study and reading areas on 2nd floor



ESL Student Aitzaz Ashraf receives a certificate commending his progress, along with his tutors Pete Dasilva and Terry Wright

GOAL 3: BUILD A STRONGER COMMUNITY

The Library partners with schools, cultural groups, volunteer organizations, and other community groups to promote and enhance the well-being and civic life of the community. Some examples of this year's collaborations included:

- Staff participation in several community programs including Family Fun Day, Memorial Day Parade and Holiday at the Pond
- Partnered with the Filipino School of NY/NJ for their Filipino Story Time program series
- Hosted numerous town Board and Department meetings and safety workshops for Borough employees
- 29 of the Library's ESL tutors were awarded Certificates of Commendation from the Bergen County Board of Freeholders
- Participated in Roy W. Brown Middle School's Summer Reading book talks



Participants at the inaugural Filipino Story Time series

GOAL 4: IMPROVE THE TECHNICAL LITERACY OF THE STAFF & COMMUNITY

The Library remains committed to keeping abreast of technology trends and new resources. Some highlights include:

- Reference Librarians conducted over 200 hours of one-on-one computer and smart device training. Topics included mouse and keyboard, email, Internet searching, iPad and Windows 10 training.
- Implementation of Raspberry Pi technologies which serve as low-cost digital signage at service desks
- 10% increase in e-circulation, which includes eBooks, eAudio, and eMagazines



Reference Librarian Bill Fischer conducts a one-on-one computer lesson with a Bergenfield adult learner

GOAL 5: ENSURE FINANCIAL SUSTAINABILITY

The Library continues to explore ways to reduce costs to ensure its long term financial health. Some measures included:

- 68% increase from 2016 in revenue received from room rentals
- Installation of fax service (\$1 per page)
- Received \$1,000 grant from the New Jersey State Library for our 2016 "One Town, Many Stories" multicultural program
- Joined the Educational Services Commission of New Jersey Cooperative Pricing System to take advantage of competitive bid pricing



Children's Librarian Louise Moroses and Library Director Allison Moonitz receive Multicultural Programming Grant from the New Jersey State Library

2017 ACTIVITY BY THE NUMBERS

LIBRARY COLLECTIONS

- Number of books owned (print): 106,600
- Number of ebooks owned: 15,936
- Number of video recordings: 10,259
- Number of music recordings: 3,326
- Number of audiobooks: 2,507
- Number of magazine and newspaper subscriptions: 66
- Number of online database subscriptions (through BCCLS membership and owned individually by the Library): 6
- The Library's Local History Collection archives information on local government, local organizations, houses of worship, education, obituaries, maps, yearbooks, older local phone directories and World War II memorabilia. Formats include newspaper clippings, photos, letters and reports.

SERVICES TO THE PUBLIC

- Staff handled over 800 notary requests
- Librarians answered 24,858 reference questions
- Over 1,891 reservations were recorded for the Quiet Study rooms, a 9% increase from 2016
- Number of public computer sessions: 11,444
- Number of free family-friendly programs: 720
- Our meeting rooms were used over 140 times by outside community groups, Borough departments and organizations
- ESL tutors held 1,011 one on one sessions with students and conversation groups, an 5% increase from 2016
- The Library offered volunteer opportunities to students and adults for a total of 3,544 service hours through November 2017, an 8% increase from 2016

CIRCULATION ACTIVITY

- 212,001 items were borrowed between January and November 2017, or an average of more than 8 items per resident
- 10,268 eBooks and other digital content were borrowed, a 10% increase to 2016
- Library staff fulfilled 53,144 requests for items from other neighboring libraries

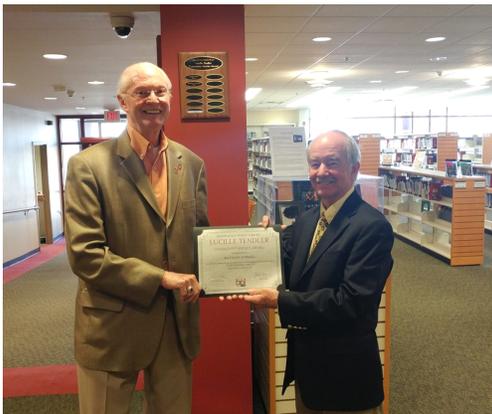
BUILDING USE

- Days Open: 328
- Hours Open: 2,481
- Total Visitors: 129,893
- 13,554 Bergenfield residents are registered library cardholders.

OVERALL COST TO THE COMMUNITY

- 2017 Appropriation cost per capita: \$51.38
- 2017 Library costs per resident: \$0.14 per day
- Average value per Bergenfield Library Card: \$816

2017 SNAPSHOTS*



*Memorial Day Parade photo credit: Jen Murray Photography

2018 GOALS

CELEBRATE CENTENNIAL & FUNDRAISING

2018 marks the official 100th anniversary of the Bergenfield Public Library. The Friends of the Library will be coordinating a formal Centennial Celebration on May 5, 2018 along with a commemorative ad journal and raffle. Monies raised from these fundraisers will go towards future building improvements in the Young Adult area. In tandem with the Friends' activities, the Library will host an expanded slate of free family friendly programming to celebrate this important milestone. Special events will include a Birthday Block Party, multicultural concerts, and a quarterly book club run by community leaders including the Police Chief and Public Health Nurse. The Library will also work with other community groups and the Bergenfield school district to make sure they're involved in our celebration as well.

NEW LONG-RANGE PLAN

The Library's current long range plan is set to expire at the end of 2017. In 2018, the Library will conduct focus groups and a community survey to gauge interest in its current services, resources, strengths and weaknesses. Feedback from these outlets will be used to create an updated plan that sets the direction of the Library into 2023.

RESEARCH & IMPLEMENT NEW SERVICES

The Library will research the feasibility and potential demand for additional patron services. Some of these may include mobile hotspot lending, expanded hours of operation, citizenship classes for ESL students, and passport application processing. Where appropriate, some of these new services will be fee-based, which will offer additional sources of revenue for financial sustainability.

STRENGTHEN COMMUNITY TIES

The Library will continue to offer its varied services and meeting room spaces to community groups and Borough Departments. We will collaborate with outside groups and serve as guest speakers at meetings.



ACKNOWLEDGMENTS



FRIENDS OF THE LIBRARY

For more than 55 years, the Friends of the Bergenfield Library have sponsored book sales, garage sales, raffles, luncheons, teas, author talks and more. Their hard work has helped purchase essential equipment and acquire specialized materials to enhance the patron's library experience.

In 2017, the Friends purchased six new lounge chairs for Adult reading areas as well as a new gaming system for the Young Adult room. The Friends have also begun their preparations for the 2018 Centennial.

The Library remains grateful for their assistance and dedicated efforts.

2017 BOARD OF TRUSTEES

- Thomas Neats, *President*
- Dr. Nelson Reynoso, *Vice President*
- Barbara Chittum, *Recording Secretary*
- Marcela Deauna, *Treasurer*
- Laura Michelson
- Laurie Phipps
- Jay Shiner
- Mayor Norman Schmelz
- Thomas Lodato, *Council Liason*
- Chris Tully, *Superintendent of Schools*
- Chris Langschultz, *Alt. For Superintendent*
- Charles O'Dowd, *Trustee Emeritus*

VOLUNTEERS & TUTORS

We appreciate the commitment of the many volunteers that dedicate their hours of service to the Library. Thanks go also to our volunteer ESL tutors for the tireless work they do week after week offering a helping hand to Bergenfield residents who seek to improve their English language skills. The community benefits as a whole thanks in large part to your efforts.



BERGENFIELD PUBLIC LIBRARY
50 W. CLINTON AVENUE
BERGENFIELD, NJ 07621
201-387-4040
WWW.BERGENFIELDLIBRARY.ORG

HOURS OF OPERATION
MON, TUES, THURS 10am-9pm
WED 10am-5pm
FRI & SUN 1pm-5pm
SAT 10am-2pm