

BERGENFIELD PUBLIC LIBRARY

ANNUAL REPORT

2019



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bergenfieldlibrary.org



LETTER FROM THE DIRECTOR



"To improve is to change; to be perfect is to change often" - Winston Churchill

2019 served as a year of definite change for the Bergenfield Public Library. Some of these changes, such as the expansion of our Wednesday hours to 9pm, new US citizenship exam classes and the acceptance of credit cards came as a direct result of patron feedback from our recent Strategic Plan. Other changes were more bittersweet, like the retirements of Administrative Secretary Evelyn Rizzo and long-time Children's Librarian Louise Moroses, who served Bergenfield's children for over 40 years.

Amongst all of these changes, 2019 was also a year for reflection as Bergenfield celebrated its Quasquicentennial (125th) anniversary. The Library was proud to participate in the various community programs such as Local Government Day, Family Fun Day, the summer concert series, Historic District weekend, Trunk or Treat and Holiday at the Park. We love meeting our patrons outside of the building and library staff will continue to appear at more of these community events in the future. Happy Birthday Bergenfield - we look forward to serving your families and residents in the many years to come!

Allison Moonitz
Library Director

2019 BY THE NUMBERS



ACTIVITY

Total Visitors: 134,550
Hours Open Per Week: 56
Days Open: 328

CIRCULATION

Print items: 220,527
E-items: 13,120

56,946
library items

loaned to other BCCLS libraries

ELECTRONIC SERVICES

Computer Sessions: 25,353
Wireless Sessions: 132,170

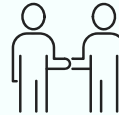
PROGRAMS



11,250 attendees came to **783** programs



181 participants read **2,713** books in our Summer Reading Club



277 groups used the Library as their meeting spot

PUBLIC SERVICES

Reference Questions: 30,801
ESL Tutoring

- One on One Sessions: 700
- Conversation Groups: 183

Volunteer Hours: 3,400
Computer Classes: 154
Notary Requests: 800



DOLLARS AND CENTS

\$737

Average value of materials borrowed on a Bergenfield Library card

\$52.24

2019 Appropriation cost per capita

\$0.14

Cost per day to each resident

BREAKING RECORDS IN 2019

During the past year, we saw an increase in:

36%

Community groups using the Library as a place to hold a meeting

66%

eBook and eAudio circulation

100%

Staff participation in at least 1 off site community event to represent the Library

152%

Public computer sessions (Thanks to the Friends of the Library for their gift of new Windows 10 PCs)

Residents saved:

\$5,344,650 by borrowing 178,155 Print and ebooks

\$1,024,350 by borrowing 40,974 DVDs and Blu-Rays



FRIENDS DONATION

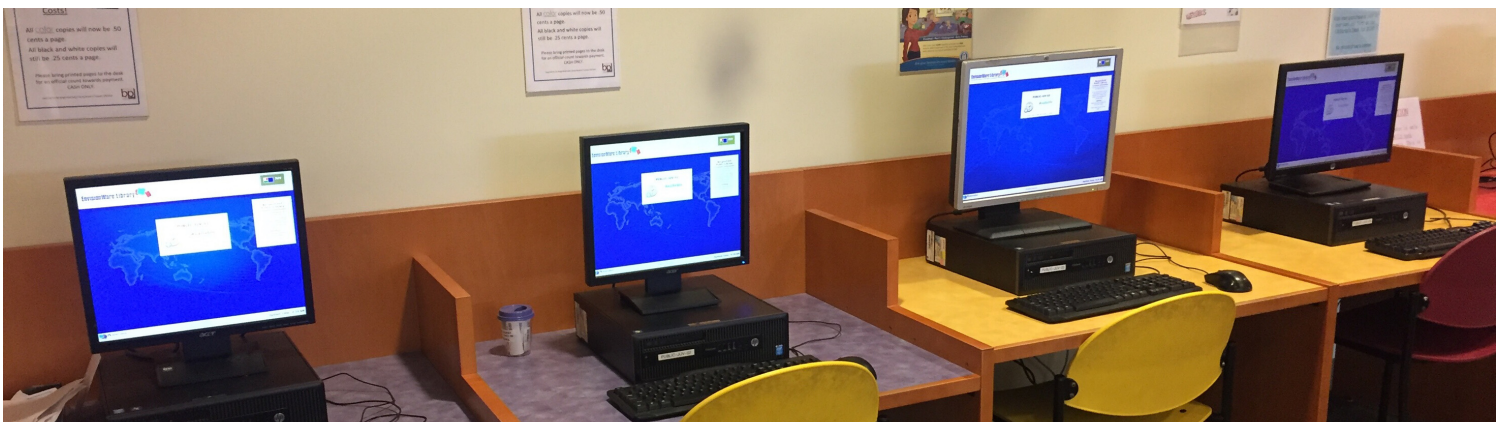


For more than 55 years, the Friends of the Bergenfield Library have sponsored book sales, garage sales, raffles, luncheons, teas, author talks and more. Thanks to membership fees, contributions, and fundraisers, the Friends of the Bergenfield Library have raised thousands of dollars over the years to purchase essential equipment and acquire specialized materials to enhance the patron's library experience.

As their primary fundraiser for 2019, the Friends brought back the "Town-Wide Garage Sale" to Bergenfield after a long hiatus. Sixty houses participated in this event and the Friends look forward to repeating the event again in 2020.

In 2019, the Friends purchased 17 new computers for the Adult, Teen, ESL and Children's workstation areas. These computers are Windows 10 and are up to date with security software and Microsoft Office suite. The Friends also graciously subsidized the cost of the candy that the Library gave out during the Borough's Trunk or Treat event - staff gave out over 7,000 pieces of candy!

The Library remains grateful for their assistance with these kinds of donations.



STRATEGIC PLAN ACTIVITY: *HOW'D WE DO IN 2019?*

MISSION

The Bergenfield Public Library provides opportunities, resources and services that empower residents of all ages to maximize their true potential and unlock the best in Bergenfield.

GOALS & OBJECTIVES

Goal One: Lead the Community as The Primary Cultural and Civic Center for Lifelong Learning

- Launch of new "Pathway to Citizenship" series for ESL students. Four out of five students took the test and passed in 2019. Seven more students have submitted their applications and one has her appointment for Dec 19. Six other students are waiting to hear from USCIS.
- New Adult programs this year included lecture by former Bergen Record columnist Bill Ervolino, Wednesday afternoon movies, AARP defensive driving, and make your own succulent planter workshop.
- New Children's programs this year included a monthly drop-in Sunday story time, sewing workshops, Dr. Seuss drive in, and Craft Wars contest.
- Research and development of Museum Pass program
- Launch of circulating board game collection.



Goal Two: Foster a Comfortable and Friendly Space

- Conducted feasibility assessment with RSC Architects to renovate the Young Adult Room.
- Updated and revised the following policies and procedures:
 - Extending Adult public computer sessions from 60 mins per day to 150
 - Updating registration fee for new ESL students
 - Senior citizen fine amnesty thresholds
 - Refunds policy



Goal Three: Create Opportunities for Collaboration

- Library staff participated in the following off-site community events:
 - Bergenfield School District's MLK Day of Service
 - Roy W. Brown Middle School Book Club
 - Local Government Day
 - Bergenfield School District 5th Grade Mixer
 - Project Graduation 2019 Vendor Fair
 - Memorial Day Parade
 - Family Fun Day
 - 125th Anniversary - Summer Concert Series
 - 125th Anniversary - Historic District Weekend
 - Jefferson Elementary School Spooktacular
 - Jefferson Elementary School Vendor Fair
 - Jefferson Elementary School Game Night
 - Trunk or Treat
 - Holiday at the Park

- The Library continues to act as a recurring host-site for the following community meetings:
 - Bergenfield Recreation Department's Challenger series
 - Bergenfield School District's special services' art workshop classes
 - Bergenfield Stigma Free committee
 - "For the Love of Words" writers group
 - Girl Scouts
 - Mayor's Key to Wellness series
 - Toastmasters International

- Community collaborations this year included:
 - Bergenfield School District SACC summer camp
 - Bloom Empowerment
 - Filipino School of NY/NJ
 - Franklin Elementary School Parents Association
 - Jefferson Elementary School Parents Association
 - Projection Graduation 2019
 - South Presbyterian Church
 - Spanish American Cultural Association of Bergenfield
 - St. John's Evangelical Roman Catholic Church



Goal Four: Strengthen Community Awareness and Engagement

- Experienced a 27% increase in Facebook and 45% increase in Instagram followers.
- The Library was a semi-finalist in (201) Magazine's "Best of Bergen" 2020 contest for "Best Library." The winner will be featured in the March 2020 issue.
- Received coverage in the Bergen Record for Walmart Community Grant to purchase children's Playaways.



Goal Five: Increase Operational Excellence, Fiscal Stability and Sustainability

- Expansion of Wednesday night hours to 9:00 pm.
- Implementation of credit card acceptance equipment.
- Hosted the Library's first community shred event thanks to funding provided by the Borough of Bergenfield's Municipal Recycling Tonnage grant program.



2019 SNAPSHOTS

