

Millburn Free Public Library Annual Report for 2014

Michael D. Banick, Director

Finance. The MFPL's largest single funding source is its municipal appropriation, which was \$2,871,969. Additional revenue from fees, fines, donations, state aid and other sources totaled \$69,095. Our fund balance on 12/31/2013 was \$198,568. Total funds available in 2014: \$3,139,632.

Expenditures are divided as personnel and non-personnel. \$2,353,703 was expended for personnel. Non-personnel expenses include: \$203,146 for library materials (books, DVDs, CDs, periodicals and databases); \$99,058 for computer and network costs; \$157,772 for plant operation, maintenance and improvement; and \$187,151 for all other costs, including consortium expenses, programs, telecommunication and various supplies. Total expenditures: \$3,000,830. The fund balance on 12/31/2014 was \$138,802.

Personnel. This spring, the library retroactively negotiated a four-year contract with the CWA, covering the years 2013-2016. In March of 2014, the MFPL hired Megan Pehanick to fill the vacancy created by the passing of children's librarian Jennie Ferraro, who died in December 2013. In October, librarian Leighan Cazier resigned in order to relocate out of state. The library completed a search and welcomed Jennifer Lemke to its staff at the end of January 2015.

Technology. 2014 was a year of technological expansion and improvement for the MFPL and its users. In the spring, the library launched its **new website** and new (and easy-to-remember) web address: www.millburnlibrary.org. The new site is visually appealing and easy to navigate, while continuing to reflect the service-focus of the library. The site also has a mobile version for smartphones and tablets.

In response to the increasing demand for web-based content, the library broadened its array of **electronic resources**. New this year are:

- Zinio – electronic access to the top 100 magazines on your iPad, tablet or computer
- Corfacts New Jersey Business-to-Business – Online B2B directory, great for small businesses
- Mango Language – web-based language learning software offering over 60 languages
- Heritage Quest and Ancestry – great for genealogy research, including old census records
- Hoopla – instant streaming of movies, tv shows, audiobooks & music via the app (Android or IOS) or web browser.
- Treehouse – online courses to learn how to build websites and develop apps
- ePrep – online courses to help students get ready for the PSAT, SAT, ACT and more
- Universal Class – over 500 web-based continuing ed and adult enrichment courses

All of these, with the exception of Ancestry.com, are accessible from home – or anywhere – with a valid Millburn Library card and an Internet connection.

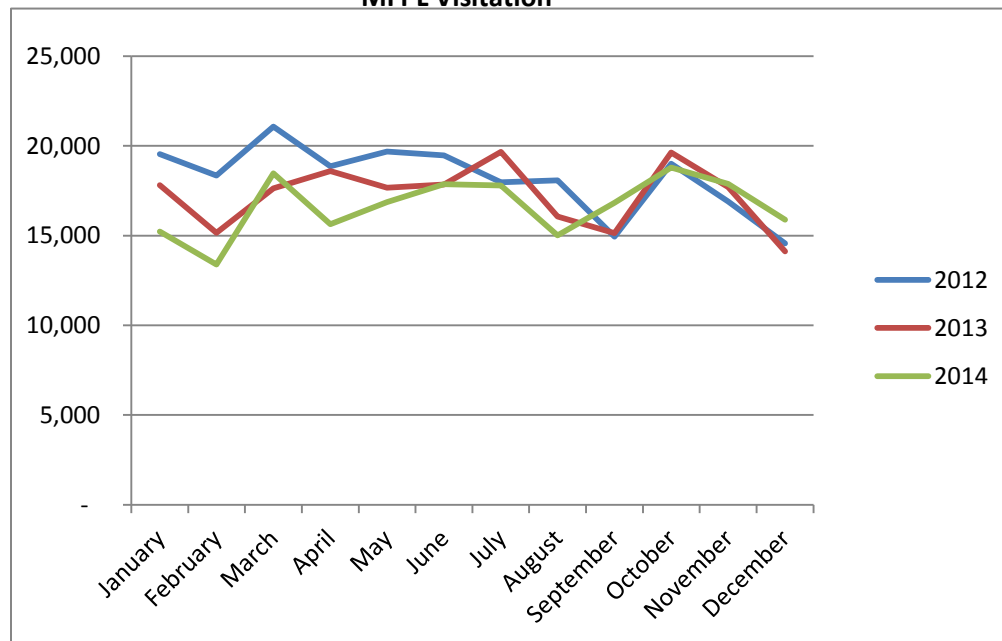
Thanks to **capital support** from the Township, the library was able to **upgrade its technology infrastructure**. The projects included six new public Internet computers; public laptops; a robust WiFi system for wireless Internet; and new switches and ports in our server room for expansion and better performance. Work began in November and was completed early in 2015.

Visitation.

The gate at the entrance of the library records the number of people who enter the facility. The year ended with 199,635 visits, a decrease of 3.6%. Much of this downturn is attributed to the Glen Avenue closure, which made accessing the library difficult for several months earlier this year.

Visitation	2013 vs. 2014				
	2012	2013	2014	+/-	% change
January	19,538	17,817	15,229	-2,588	-14.5%
February	18,348	15,158	13,380	-1,778	-11.7%
March	21,067	17,632	18,477	845	4.8%
April	18,866	18,585	15,637	-2,948	-15.9%
May	19,680	17,669	16,856	-813	-4.6%
June	19,463	17,839	17,871	32	0.2%
July	17,972	19,671	17,793	-1,878	-9.5%
August	18,078	16,055	15,013	-1,042	-6.5%
September	14,940	15,127	16,823	1,696	11.2%
October	19,001	19,619	18,787	-832	-4.2%
November	16,906	17,700	17,881	181	1.0%
December	14,570	14,119	15,888	1,769	12.5%
GRAND TOTAL	218,429	206,991	199,635	-7,356	-3.6%

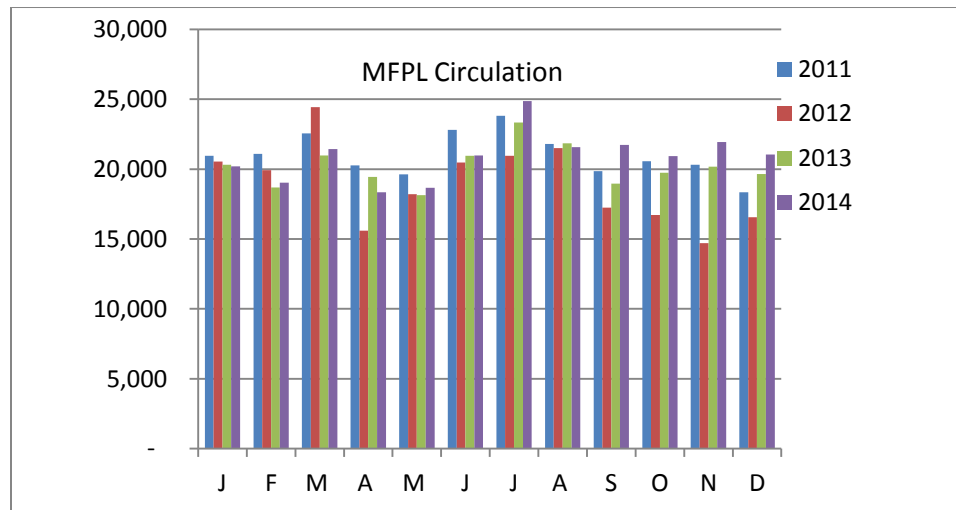
MFPL Visitation



Circulation.

Circulation is the count of the number of items that were checked out of the library. It includes print books, DVDs, CDs, audiobooks and e-books. The MFPL is on track to have its best year of circulation since 2011. This is especially notable since access to the library was hindered for several months this year while the Glen Avenue Bridge was replaced. This increase is particularly gratifying, given the attention placed on collection development this year (see “acquisitions” below).

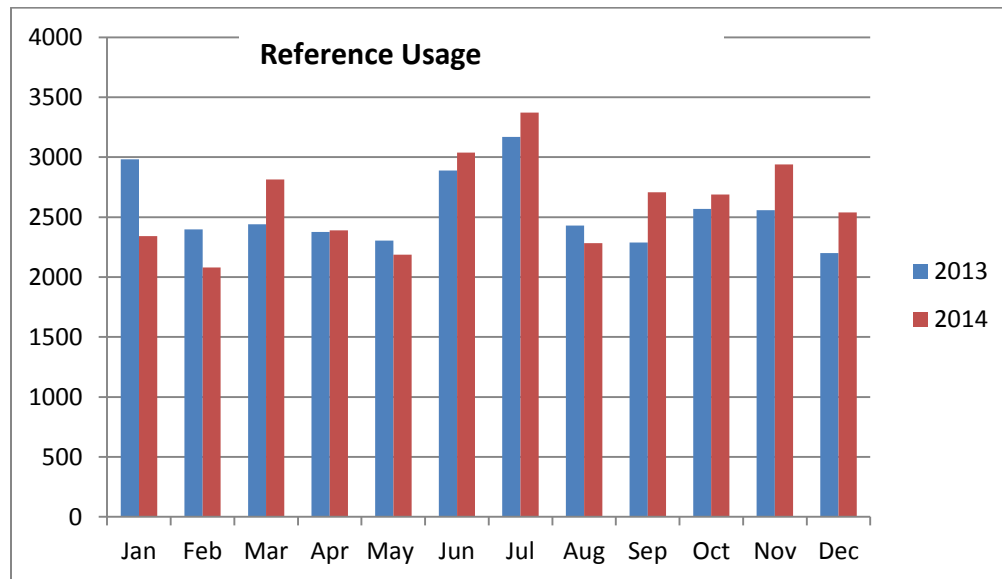
Library Circulation				
	<u>2013</u>	<u>2014</u>	<u>+/-</u>	<u>% Diff</u>
Jan	20,302	20,187	-115	-0.57%
Feb	18,683	19,025	342	1.83%
Mar	20,971	21,433	462	2.20%
Apr	19,441	18,333	-1108	-5.70%
May	18,134	19,393	1259	6.94%
Jun	20,955	20,966	11	0.05%
Jul	23,330	24,860	1530	6.6%
Aug	21,852	21,568	-284	-1.3%
Sep	18,958	21,736	2778	14.7%
Oct	19,741	20,934	1193	6.0%
Nov	20,162	21,936	1774	8.8%
Dec	19,655	21,047	1392	7.1%
YTD	242,184	250,676	8492	3.51%



Reference Service. This counts the interactions between library users and professional librarians. The questions asked cover the whole gamut, from book recommendations to computer use to “how do I download an e-book to my iPad” to finding information on any topic imaginable. Combined juvenile and adult reference service for 2014 is slightly ahead of last year’s (up 0.2%). Again, that we had an increase

in this area is notable since access to the library was hindered by road construction for several months in the beginning of the year.

COMBINED REFERENCE USAGE – Adult & Juv				
	<u>2013</u>	<u>2014</u>	<u>+/-</u>	<u>% Diff</u>
Jan	2981	2342	-639	-21.44%
Feb	2398	2080	-318	-13.26%
Mar	2441	2813	372	15.24%
Apr	2376	2389	13	0.55%
May	2305	2186	-119	-5.16%
Jun	2889	3039	150	5.19%
Jul	3169	3372	203	6.41%
Aug	2430	2283	-147	-6.05%
Sep	2289	2707	418	18.26%
Oct	2567	2688	121	4.71%
Nov	2558	2940	382	14.93%
Dec	2200	2538	338	15.36%
YTD	29,667	31,377	1710	5.76%



Acquisitions. Collection management – the acquisition of new and the removal of outdated materials – is an important undertaking for any public library. In response to many requests from the community, the MFPL put a lot of attention into the acquisition of both print and non-print materials for the public to borrow. In 2014, the MFPL added 8,501 new books and 1,854 new DVDs and CDs to its collection, making this the library’s most robust year for collection development for some time. This is a **98% increase over last year** and 103% increase over 2012.

Programs. As reported last year, the MFPL has always done a fine job with programming for children. The goal this year was to not only sustain that, but build on that success by introducing interesting programs for other audiences, including adults. The year started with a special program on handwriting analysis, followed by great cultural programs through a partnership with the NJPAC. A few author talks, a film seminar and several concerts rounded out the year. 2014 was also the 350th anniversary of the State of New Jersey, and the MFPL mounted a year-long series highlighting the history of our state.

MFPL Programs - 2014

	<u>Kids' Programs</u>		<u>Adult Programs</u>		<u>Total</u>	
	<u>Programs</u>	<u>Attendance</u>	<u>Programs</u>	<u>Attendance</u>	<u>Programs</u>	<u>Attendance</u>
Jan	10	73	2	47	12	120
Feb	16	225	3	113	19	338
Mar	19	286	3	115	22	401
Apr	14	110	4	61	18	171
May	25	266	3	77	28	343
Jun	7	95	2	21	9	116
Jul	28	539	0	0	28	539
Aug	15	288	0	0	15	288
Sep	8	101	2	41	10	142
Oct	32	441	6	144	38	585
Nov	27	561	9	112	46	763
Dec	12	109	4	50	16	159
TOTAL	213	3,094	38	781	251	3,875

Looking ahead – 2015.

The MFPL is ready to enter the New Year with great energy from a year of strong collection development, expanded services, increased publicity and great support. Objectives for 2015 include responsive collection development of print and non-print materials, new classes on using library resources, expanded outreach with the community (through schools, Chamber of Commerce, etc), and a further expansion of services. Our first new service in 2015 will be the debut of a museum pass lending program, which will allow township residents to visit various art, science and cultural institutions in the NY/NJ metro area with no admission cost. The library is also examining ways to bring new technology and creative opportunities to the community, through remote printing and perhaps even a “Maker Space” with a 3-D printer. By rounding out this array with continued informational and cultural programming for all age groups, the Millburn Free Public Library is set to become, in many ways, the heart of the community.

Submitted to the Board of Trustees – March 16, 2015