

Millburn Free Public Library Annual Report for 2015

January 25, 2016

Michael D. Banick, Director

Personnel. In January 2015, the Millburn Library hired librarian Jennifer Lemke to fill the vacancy created by a resignation in late 2014. The library is particularly excited about the opportunities this new hire presents for the development of programs and outreach to teens and young adults. Looking ahead, 2016 marks the final year of a four-year labor contract with the CWA. Contract negotiations will probably begin in the second half of the year.

Capital Improvements. With capital funding from the Township of Millburn, the library was able to update six public computer workstations; replace the audio system in the library auditorium; and replace its first-generation wireless internet (WiFi) system with a robust and secure system. The new WiFi is a particularly welcome improvement given the high demand for connectivity created by so many smart phones and mobile devices. Forthcoming capital projects include an electrical transfer switch and a new boiler. The library is very grateful to the Township for its continued capital support.

New Services.

Museum Passes. New this year, with support from the Friends of the Millburn Library, the MFPL has passes available for free admission to eight local museums. The list now includes: Greenwood Gardens; Grounds for Sculpture; The Montclair Art Museum; the Newark Museum; The Guggenheim Museum; The Frick Collection; The Museum of Modern Art; and the American Museum of Natural History. Since launching this service in May, we have issued over 400 passes and we expect the popularity of this service – and the list of museums – to grow in 2016.

Technology. Technology has played a huge role in shaping library service for the last several years. At Millburn, we have been making huge strides in this area, not only to deliver information in convenient or easier ways, but by being innovators in new services that benefit the community. 2015 was a big year for technological improvements, including:

- **New WiFi,** to handle the tremendous demand by today's wireless devices.
- **Updated public computers,** our six oldest public workstations were replaced with new PCs.
Note: These first two items were funded with capital support from the Township.
- **3D printer.** In May, the MFPL launched a 3D printer for public use, allowing patrons to produce their own 3D objects using special software or by selecting items from an online library of pre-made designs. Users can select several filament colors for their printouts.
- **New Early Literacy Workstations for Children.** An old workstation was updated and a second early literacy workstation for toddlers and pre-readers was installed in the children's department, in order to meet increased demand for this service.
- **Wireless / Remote Printing.** Now users can print off of the library's B&W or color printers from any device, anywhere (including home) by using a service called Printer-On. This can be extremely helpful for patrons whose home printer might malfunction right before an

important deadline: The user can remotely send the print job to the library and pick it up at the MFPL's printer station later that day.

- **ProQuest New York Times.** This database provides full-text access to the NY Times back to its start in 1851. Accessible in the library or from home with an MFPL card, it's a great tool for researchers, genealogists or just to see what happened on the day you were born.
- **Encyclopedia Britannica.** The classic encyclopedia is now available via the Millburn Library website in three reading levels. Available in-library or from home with an MFPL card.
- **Britannica Image Quest.** This product gives online access to millions of rights-cleared images for just about any use (other than commercial gain). We expect this to be particularly helpful to students writing reports.
- **Site Cues.** To increase access to visually impaired users, the library installed Site Cues on its website. This "widget" allows visitors to zoom in on both text and graphics at the touch of the mouse. There is also a readback feature for full interpretation of any text on screen.
- **Charging stations** for cell phones and tablets have been installed in two locations in the library. The stations have multiple jacks to fit just about all devices in use today.
- **Public Fax-and-Scan kiosk.** In response to demand for fax and scan services, the library installed a self-serve fax-and-scan station by its public photocopiers.

By the end of 2015, or in January 2016, the library also expects to deploy:

- **Text and chat reference service,** where users will be able to connect with a librarian on screen in real time from their computer or mobile device.
- **Lynda.com:** an online library of video tutorials on a number of topics, from Web design to business skills, available 24/7 with your Millburn Library card.
- **Value Line.** The respected investment guide will be available on our e-Resources page.
- **iPad kiosk.** Millburn Library cardholders will be able to borrow an iPad for in-library use. Just walk up to the kiosk, scan your library card and borrow an iPad. Use it anywhere in the library to jump on the library's excellent wireless internet service. When you're done, just return the iPad to the kiosk and it is erased clean for the next user.

Acquisitions. Keeping a library collection relevant and up-to-date is an important undertaking for any public library, and is an area where the MFPL devoted a lot of attention and resources over the last three years. 2015 was an excellent year for acquisitions, with 9,370 new books and 2,197 new DVDs and CDs added to the collection, an increase of 11% over 2014, 106% over 2013 and 200% over 2012.

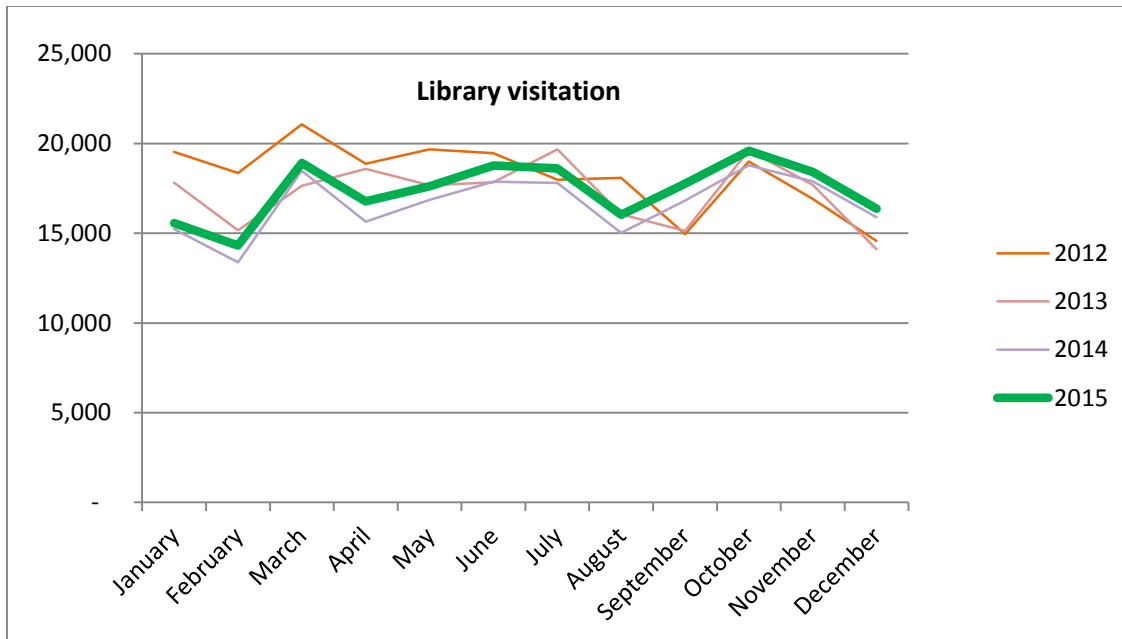
The investment made in acquisitions can be positively correlated to the increase in circulation (number of items checked out) and the increase in visitation – two important measures of library use.

The following pages will outline different measures of library use:

Visitation.

The gate at the entrance of the library records the number of people who enter the facility. Visitation in 2015 was up 4.5%, a pleasant turnaround after last year's slight decrease.

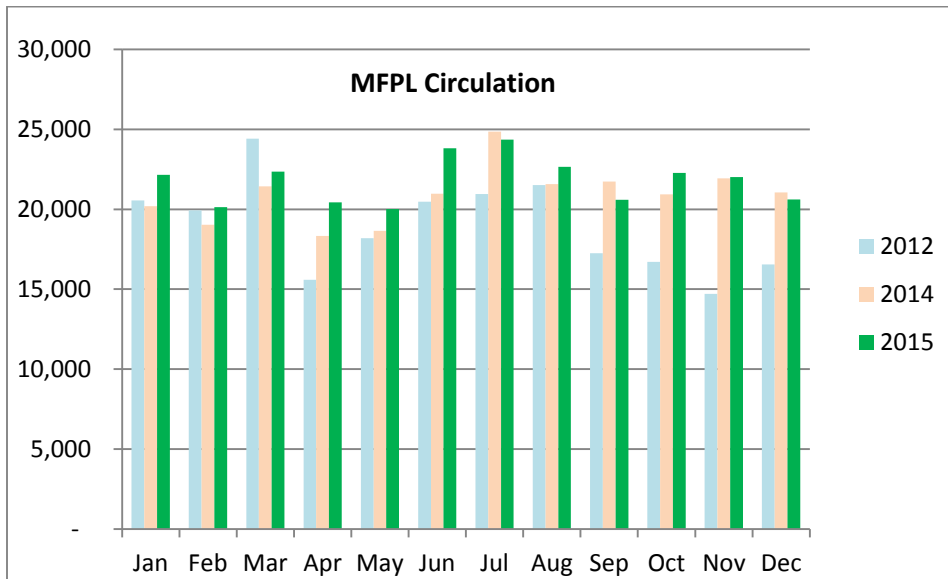
Visitation	2014 vs. 2015				
	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>+/-</u>	<u>% change</u>
January	17,817	15,299	15,566	+327	+1.8%
February	15,158	13,380	14,308	+928	+6.1%
March	17,632	18,477	18,910	+433	+2.5%
April	18,585	15,637	16,782	+1,145	+6.2%
May	17,669	16,856	17,615	+759	+4.3%
June	17,839	17,871	18,765	+894	+5.0%
July	19,671	17,793	18,606	+813	+4.1%
August	16,055	15,013	16,031	+1,018	+6.3%
September	15,127	16,823	17,750	+927	+6.1%
October	19,619	18,787	19,593	+806	+4.1%
November	17,700	17,881	18,416	+535	+3.0%
December	14,119	15,888	16,368	+480	+3.4%
TOTAL	206,991	199,635	208,700	+9,065	+4.5%



Circulation.

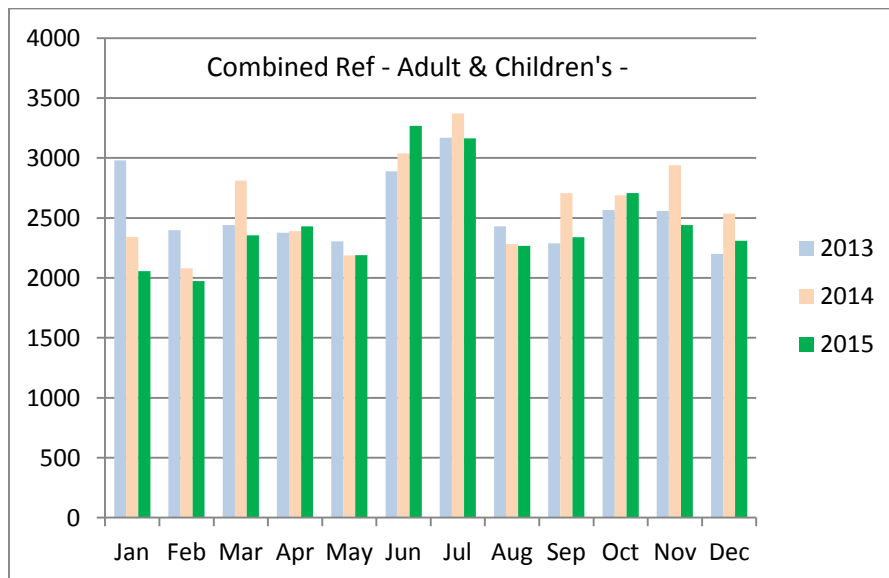
Circulation is the count of the number of items that were checked out of the library. It includes print books, DVDs, CDs, audiobooks and e-books. The MFPL had its best year of circulation in a number of years, thanks in part to the attention paid to the addition of new titles (books, DVDs and CDs).

Circulation – Number of Checkouts				2014 vs. 2015	
	2013	2014	2015	+/-	% change
January	20,302	20,187	22,148	+1,961	+9.7%
February	18,683	19,025	20,130	+1,105	+5.8%
March	20,971	21,433	22,349	+916	+4.3%
April	19,441	18,333	20,430	+2,097	+11.4%
May	18,134	18,651	20,021	+1,370	+7.4%
June	20,955	20,966	23,822	+2,856	+13.6%
July	23,330	24,860	24,350	-510	-2.1%
August	21,852	21,568	22,646	+1,078	+5.0%
September	18,958	21,736	20,596	-1,140	-5.2%
October	19,741	20,934	22,265	+1,331	+6.4%
November	20,162	21,936	22,107	+171	+0.01%
December	19,655	21,047	20,620	-427	-2%
TOTAL	242,184	250,676	261,397	+10,721	+4.3%



Reference Service. Reference service is the count of interactions between library users and professional, degreed (MLS) librarians. The questions asked cover a wide spectrum, from book recommendations to computer use to “how do I download an e-book to my iPad.” Helping patrons find information on virtually any topic is a specialty of librarians, and is a skill whose value is even more important in the Information Age. Interactions for 2015 were down compared to last year. In response, the library changed the configuration of its reference desk in late-November to make it more approachable and customer friendly. We will also engage in greater public relations in order to raise awareness of our professional services, which will hopefully increase the number of interactions.

	Combined Reference Usage – Adult & Children’s			2014 vs. 2015	
	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>+/-</u>	<u>% change</u>
January	2,981	2,342	2,057	-285	-12.2%
February	2,398	2,080	1,973	-107	-5.1%
March	2,441	2,813	2,355	-458	-16.3%
April	2,376	2,389	2,430	+41	+1.7%
May	2,305	2,186	2,190	+4	+0.2%
June	2,889	3,039	3,268	+229	+7.5%
July	3,169	3,372	3,165	-207	-6.1%
August	2,430	2,283	2,267	-16	-0.7%
September	2,289	2,707	2,340	-367	-13.6%
October	2,567	2,688	2,707	+19	+0.7%
November	2,558	2,940	2,440	-500	-17.0%
December	2,200	2,538	2,310	-228	-9%
TOTAL	30,603	31,377	29,502	-1,875	-6%



Programs. Libraries should offer an array of informational, recreational and/or cultural programs to their community. Like acquisitions, programming has really benefitted from careful attention over the last two years. 2015 was the MFPL's biggest year ever for programming, with 385 programs and nearly 5,700 attendees. This is a 47% increase in both number programs and attendance when compared to the previous year. The library is particularly proud of the tremendous success of our teen programs and outreach – a whole new undertaking for the MFPL.

MFPL Programs 2015

	Kids' Programs		Teen Programs		Adult Programs		Total	
	Programs	Attendance	Programs	Attendance	Programs	Attendance	Programs	Attendance
Jan	11	188	0	0	1	40	12	228
Feb	28	344	2	58	2	16	32	418
Mar	42	713	13	80	5	183	60	976
Apr	19	274	7	38	1	6	27	318
May	29	322	7	81	0	0	36	403
Jun	7	209	18	158	0	0	25	367
Jul	17	476	17	305	1	12	35	793
Aug	13	430	2	31	0	0	15	461
Sep	4	57	8	56	1	25	13	138
Oct	28	510	8	101	5	79	41	690
Nov	26	531	6	66	3	46	35	643
Dec	12	144	7	86	2	27	21	257
YTD	236	4,198	95	1,060	21	434	385	5,692

For comparison, 2014's numbers are presented here:

	Kids' Programs		Adult Programs		Total	
	Programs	Attendance	Programs	Attendance	Programs	Attendance
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	37	561	9	112	46	673
Dec	12	109	4	50	16	159
TOTAL	223	3,094	38	781	261	3,875

Looking ahead – 2016.

The library has much to be proud of in terms of its performance over the last several years, but in order to remain relevant in the 21st century, we cannot merely celebrate our success. We also have to prepare for our future. In order to guide our decision making about services and resources, the library is now writing a three-year strategic plan for the years 2016-17-18. Focus groups have been held and a community survey will begin in January. We expect a draft report to be written by late winter and adopted by the Board of Trustees in the spring of 2016.