

Millburn Free Public Library Annual Report for 2016

January 19, 2017

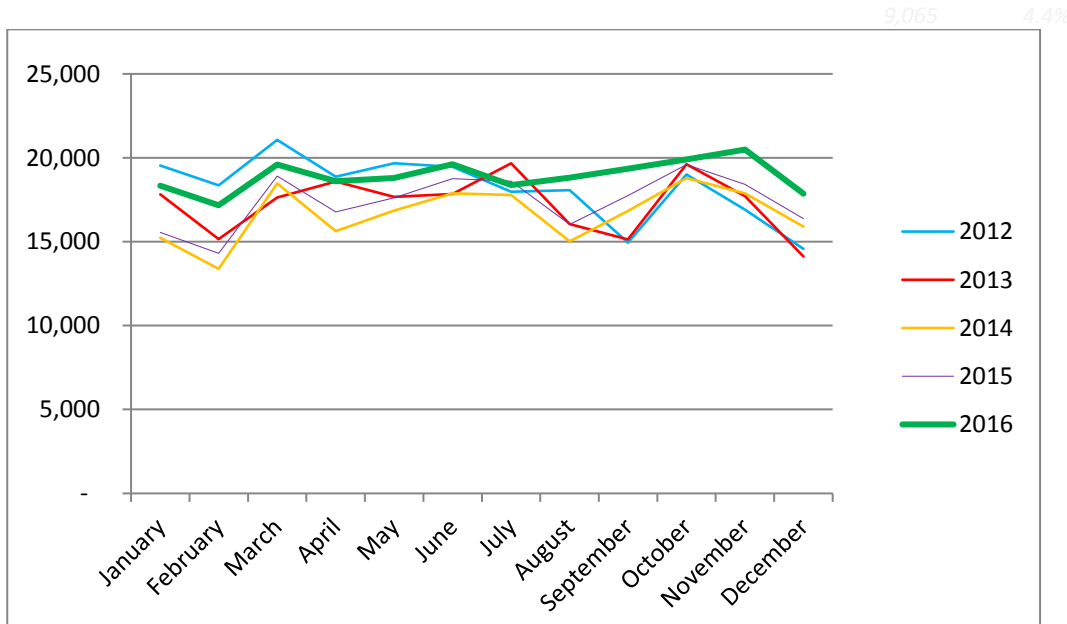
Michael D. Banick, Director

This report will highlight activities and usage at the Millburn Free Public Library during the year 2016.

Visitation

The gate at the entrance of the library records the number of people who enter the facility. Visitation in 2016 was 226,913, up 8.7% from last year. The increase is attributed primarily to improvements to collections and programming.

	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>This year vs. Last Year</u>	
						<u>+/-</u>	<u>% change</u>
January	19,538	17,817	15,229	15,556	18,330	2,774	17.8%
February	18,348	15,158	13,380	14,308	17,170	2,862	20.0%
March	21,067	17,632	18,477	18,910	19,596	686	3.6%
April	18,866	18,585	15,637	16,782	18,605	1,823	10.9%
May	19,680	17,669	16,856	17,615	18,800	1,185	6.7%
June	19,463	17,839	17,871	18,765	19,623	858	4.6%
July	17,972	19,671	17,793	18,606	18,375	-231	-1.2%
August	18,078	16,055	15,013	16,031	18,812	2,781	17.3%
September	14,940	15,127	16,823	17,750	19,357	1,607	9.1%
October	19,001	19,619	18,787	19,593	19,898	305	1.6%
November	16,906	17,700	17,881	18,416	20,490	2,074	11.3%
December	14,570	14,119	15,888	16,368	27,857	1,489	9.1%
YTD	218,429	206,991	199,635	208,700	226,913	18,213	8.7%

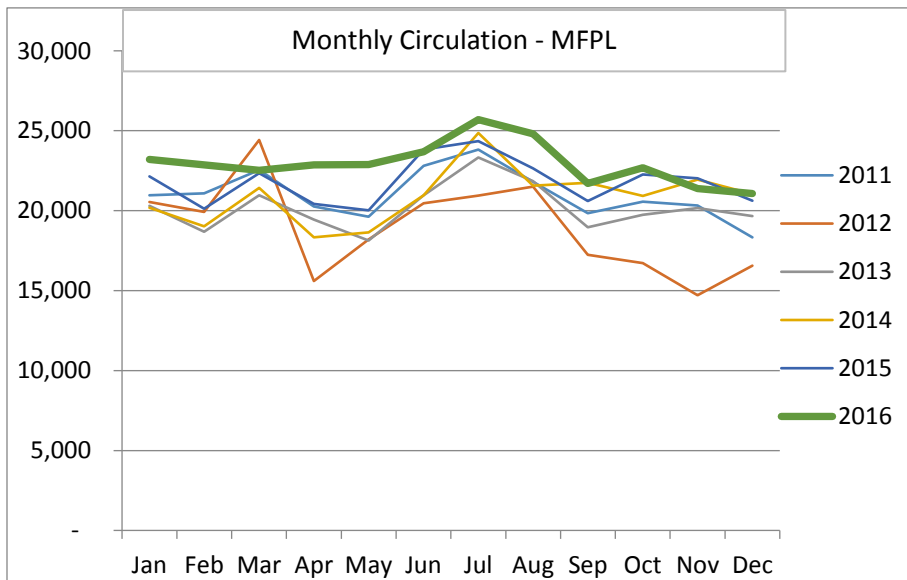


Circulation

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 2016 total was 275,405, a 6.5% increase over the previous year and a new record for annual circulation.

Circulation - Number of Checkouts

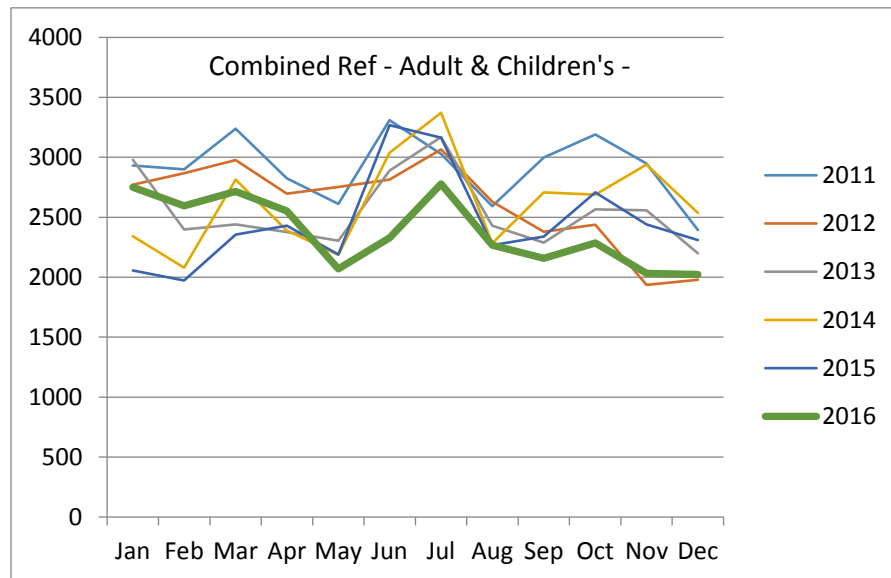
					Last Year vs. This Year	
	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>+/-</u>	<u>% change</u>
Jan	20,302	20,187	22,148	23,203	1,055	5%
Feb	18,683	19,025	20,130	22,873	2,743	14%
Mar	20,971	21,433	22,349	22,520	171	1%
Apr	19,441	18,333	20,430	22,858	2,428	12%
May	18,134	18,651	20,021	22,884	2,863	14%
Jun	20,955	20,966	23,822	23,693	-129	-1%
Jul	23,330	24,860	24,350	25,697	1,347	6%
Aug	21,852	21,568	22,646	24,817	2,171	10%
Sep	18,958	21,736	20,596	21,708	1,112	5%
Oct	19,741	20,934	22,265	22,695	430	2%
Nov	20,162	21,936	22,020	21,385	-635	-2.88%
Dec	19,655	21,047	20,620	21,072	452	+5.4%
TOTAL	242,184	250,676	261,397	275,405	14,191	+6.5%



Reference Service

The MFPL keeps track of the number of interactions between patrons and professional librarians. While total number is down for 2016, this follows a trend in reference service nationwide. Many library users are more self-sufficient than before, thanks in part to the ease of electronic library services. This is evident in the difference between children’s usage and adult usage. The interactions that we do log help us select materials for the collection and improve our array of services.

Combined Reference Usage – Adult & Children’s			2015 vs. 2016		
	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>+/-</u>	<u>% change</u>
January	2,342	2,057	2,751	694	33.74%
February	2,080	1,973	2,595	622	31.53%
March	2,813	2,355	2,715	360	15.29%
April	2,389	2,430	2,553	123	5.06%
May	2,186	2,190	2,071	-119	-5.43%
June	3,039	3,268	2,328	-940	-28.76%
July	3,372	3,165	2,778	-387	-12.23%
August	2,283	2,267	2,266	-1	0%
September	2,707	2,340	2,157	-183	-7.82%
October	2,688	2,707	2,285	-422	-15.59%
November	2,940	2,440	2,032	-408	-16.7%
December	2,538	2,310	2,023	-287	-12.4%
TOTAL	31,377	29,502	28,554	-948	-3.2%



Programs

Libraries should offer an array of informational, recreational and/or cultural programs to their community. 2016 was another excellent year for programming at the MFPL. While reduced staffing in the children's department (due to one maternity leave and two medical leaves) caused programming to pull back slightly in this area, 2016 pulled ahead of last year's attendance record, due in part to a 400% expansion of programming for adults. Note that these figures pertain only to library-sponsored events and do not include community use of library meeting rooms.

MFPL Programs 2016

	Kids' Programs		Teen Programs		Adult Programs		Total	
	Programs	Attendance	Programs	Attendance	Programs	Attendance	Programs	Attendance
Jan	11	191	6	72	4	49	21	312
Feb	24	505	7	52	5	55	36	610
Mar	20	437	8	82	5	53	33	572
Apr	18	378	8	44	7	157	33	579
May	21	450	5	110	9	155	35	715
Jun	6	102	5	58	11	90	22	250
Jul	17	582	7	60	17	154	41	796
Aug	12	489	7	10	17	154	36	653
Sep	4	94	6	117	16	214	26	425
Oct	24	72	6	65	13	72	43	589
Nov	22	415	6	63	15	180	43	658
Dec	6	87	5	92	9	68	20	247
YTD	185	4,180	76	825	128	1,401	389	6,406

MFPL Programs 2015

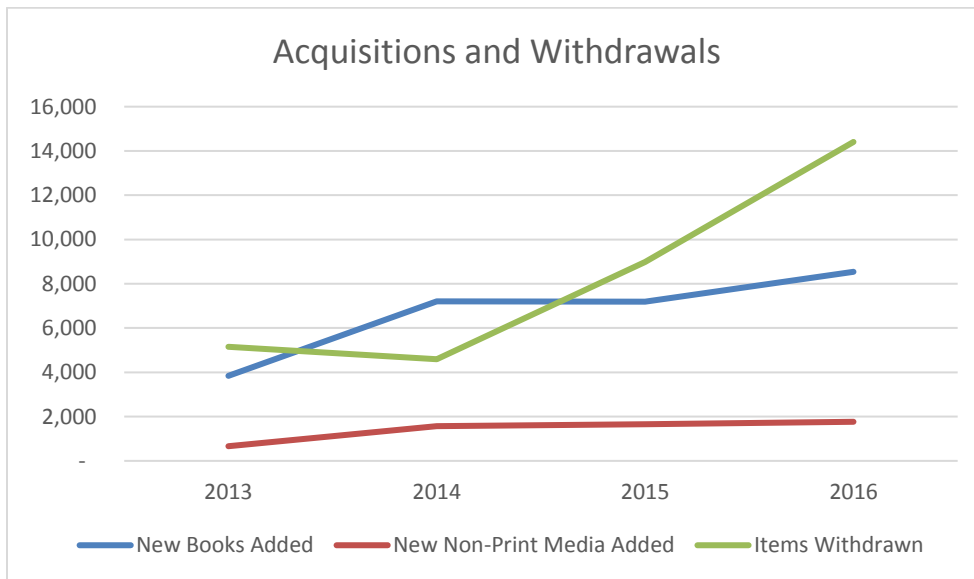
	Kids' Programs		Teen Programs		Adult Programs		Total	
	Programs	Attendance	Programs	Attendance	Programs	Attendance	Programs	Attendance
Jan	11	188	0	0	1	40	12	228
Feb	28	344	2	58	2	16	32	418
Mar	42	713	13	80	5	183	60	976
Apr	19	274	7	38	1	6	27	318
May	29	322	7	81	0	0	36	403
Jun	7	209	18	158	0	0	25	367
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
Total	236	4,198	95	1,060	21	434	385	5,692

Acquisitions

Maintaining a useful and relevant collection of books and other resources is a primary task of any public library. This is a combination of bringing in new materials and carefully selecting out of date, damaged or superfluous items to withdraw. 2016 has been another excellent year for acquisitions, with 8,540 new books and 1,766 new DVDs and CDs added to the collection, an increase of 17% over 2015, 18% over 2014 and 130% over 2013.

	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>
New Books Added	3,842	7,213	7,198	8,540
New Non-Print Media Added*	663	1,566	1,659	1,766
Total New Additions	4,505	8,799	8,857	10,360
Items Withdrawn	5,151	4,592	8,982	14,406

* Non-print media includes audiobooks, music CDs, DVDs and Blu-Ray discs



<u>Total Library Collection</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>
	82,780	87,783	87,680	83,197

Strategic Plan

In late 2015, the MFPL began developing its first-ever three-year strategic plan. With input from staff, trustees, focus groups and a community-wide survey, the plan was written in the spring and formally adopted in June 2016. Goals include facility improvements, increased staff development, better outreach with the community and improved customer service. Details can be read in the plan, which is available online at www.millburnlibrary.org or in print in the library.

Personnel

On March 31, senior librarian Barry Devlin retired. On April 18, Liz Miller Boose began working as a reference librarian. There were three unexpected long-term absences within the staff this year, including a 6-month maternity leave, and two other medium-term absences. Despite these hardships, the library maintained full service the entire time. 2016 is the final year of the library's four-year labor contract with the CWA. If a successor contract is not negotiated by year end, we will go into a period of status quo.

Extra Services

Museum Passes have been expanded to include the Intrepid Air-Sea-Space museum. There are now nine museums available. Since inception in mid-2015, the MFPL has issued over 1,000 passes to the museums in its array. The most popular museums were the American Museum of Natural History and Greenwood Gardens.

In June, the MFPL debuted a monthly **newsletter**. E-mail delivery is managed through Constant Contact and print copies are available in the library. The library has also redoubled its **social media** efforts, with more frequent Facebook updates and Twitter posts. The library now has 580 Twitter followers.

Technology

Major **computer and network upgrades** in 2015 provided an excellent service backbone for 2016. As of 10/31/2016 there were 24,263 PC logins to the patron network totaling over 18,000 hours of public computer access. There were also 27,046 connections on the library WiFi by patrons using their own devices. This marks the first time that the library logged more WiFi connections than wired network connections, in keeping with the global shift toward wireless technology.

Improvements were made to all **public computer workstations** for added security and a consistent user experience from computer to computer.

The MFPL launched a self-serve **iPad lending kiosk** in early 2016. The devices are for in-library use only. They are very convenient and provide a great option for connectivity during peak library hours.

The library maintains subscriptions with a number of **electronic resources** for downloadable, online content. For the third year in a row, this is the area that has seen the biggest percentage growth of all products offered. "Electronic resources" includes e-books and e-magazines as well as streaming music

and video (TV shows and movies). Downloads are up 30% vs. year 2015 and up 130% vs year 2014. Electronic downloads accounted for 9% of all checkouts in 2016 (7% in 2015; 5% in 2014).

The library's two **charging stations** remain a valued service. Because these kiosks have built-in adaptors for the various kinds of phones and tablets, people do not need to bring their own cords and cables to charge up; they merely plug in their device.

The library's **3D printer** remains a popular feature. In 2016, 180 objects were printed.

Goals for 2017:

Follow Strategic Plan. Now that the strategic plan is complete, we have a document to help guide us through our decision making for the next three years. A lot of the feedback centered on the library facility, and we will do what we can to make sure the library meets the needs of the community and is a space that township residents can be proud of. In early 2017, the library will be moving some shelving to create a bigger teen area, with new furniture and better collaborative spaces for our young adults.

Noise Control. The library would also like to see what can be done to mitigate sound from traveling through the building. The large, open space of the main reading room combined with all of the hard surfaces almost acts as an echo chamber, and sounds carry easily from the first floor to the quiet zone on the mezzanine, particularly during peak hours. Past meeting minutes show that this has been a concern for many years.

Customer Service. The library is a service organization. As such, a large part of what we do every day depends on the attitude and knowledgeability of the library staff. In 2017, the MFPL will focus on staff development, with an eye to workshops and other professional development opportunities that improve the performance of library employees. Particular attention will be paid to programs that bring new library services or better library services to the residents of Millburn Township.

Children's Room Improvements. By the end of 2017, we would like to begin renovating the children's room. The children's room of the library occupies about 10% of the building's space but is responsible for about half of all library activity. While an expansion of the space might not be feasible at this juncture, much can be done to make the room more functional and more inviting. The lighting in that room is original to the building and is inadequate. When combined with dark, heavy shelving, the room can look and feel out of date. Indeed, much of the furniture is at end-of-life, and replacements should be made before too long. There are also numerous blind spots which make monitoring activity in this space difficult. The envisioned space would be light and welcoming and provide as much flexibility as possible for future adaptability and re-use.