

2019 Annual Report



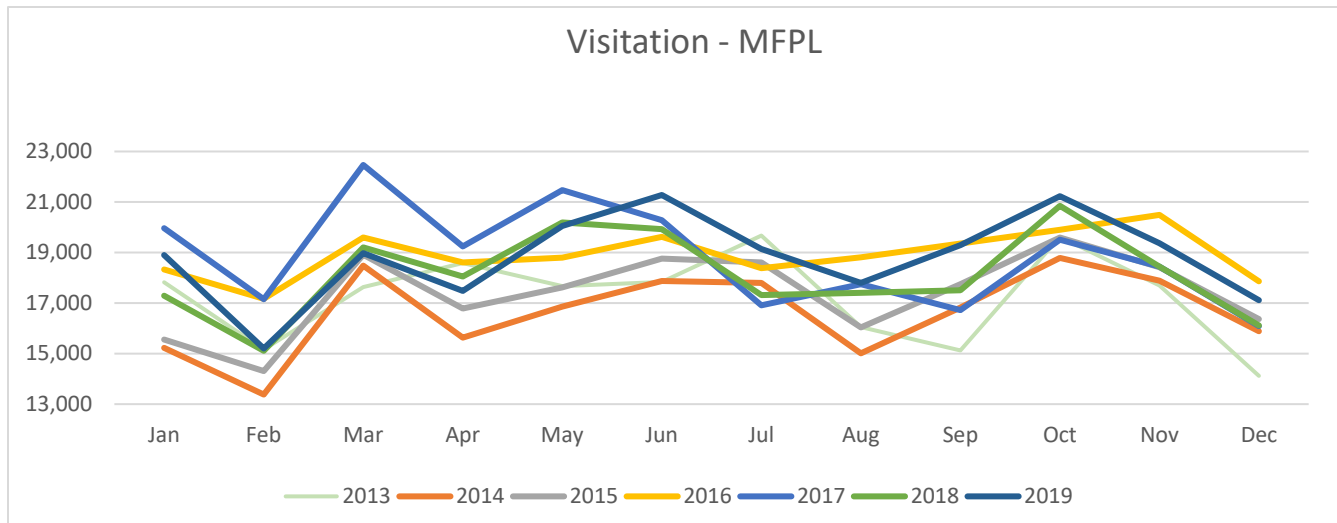
Millburn Free Public Library
200 Glen Avenue
Millburn, NJ 07041
www.millburnlibrary.org

Annual Report of the Millburn Free Public Library – 2019

Prepared by Michael Banick, Director

January 13, 2020

LIBRARY ATTENDANCE



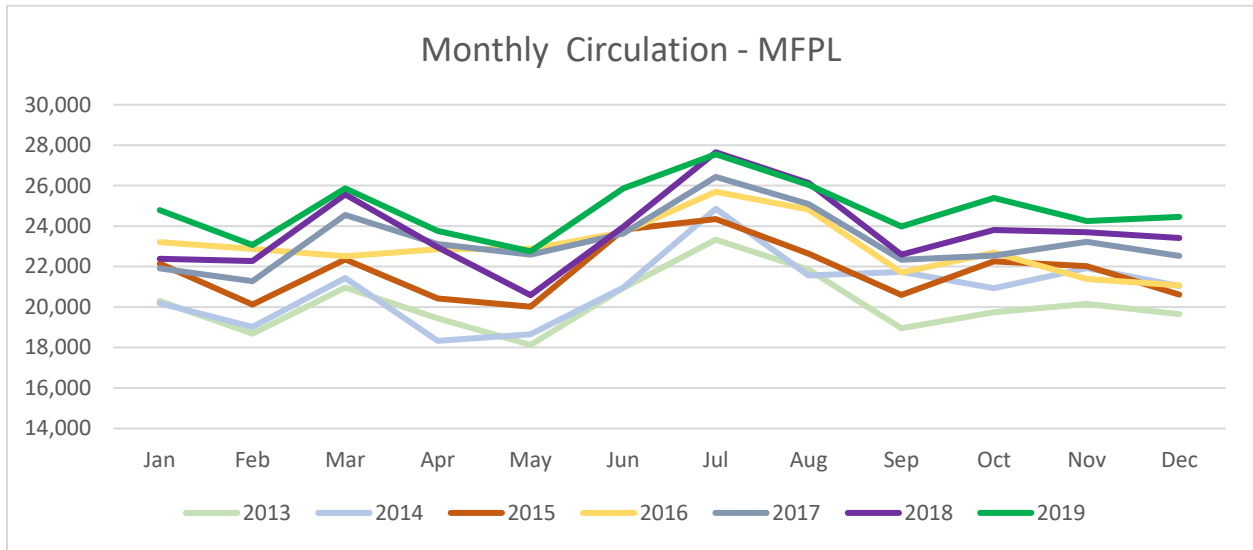
Year	2013	2014	2015	2016	2017	2018	2019
Visitation	206,991	199,635	208,700	226,913	226,005	217,416	225,823

The Millburn Free Public Library has automatic counters to record the number of people who enter the library. In mid-2017, the library moved these counters from the middle of the lobby to the two public entrances to get a more accurate count with fewer false hits.

While 2016 and 2017 show higher numbers, their totals are skewed by inaccurate counts caused by the location of the old counters. So even though the readings for 2018 and 2019 are lower, we can infer (based on the strong positive correlation between visitation and circulation) that 2018 and 2019 are actually the library’s busiest years of all time.

Millburn Library visitation has been trending strongly upward for the last several years. The only year with a real downturn was 2014 and that dip is attributed to the closure of Glen Avenue for bridge replacement which made accessing the library very difficult for several months.

CIRCULATION



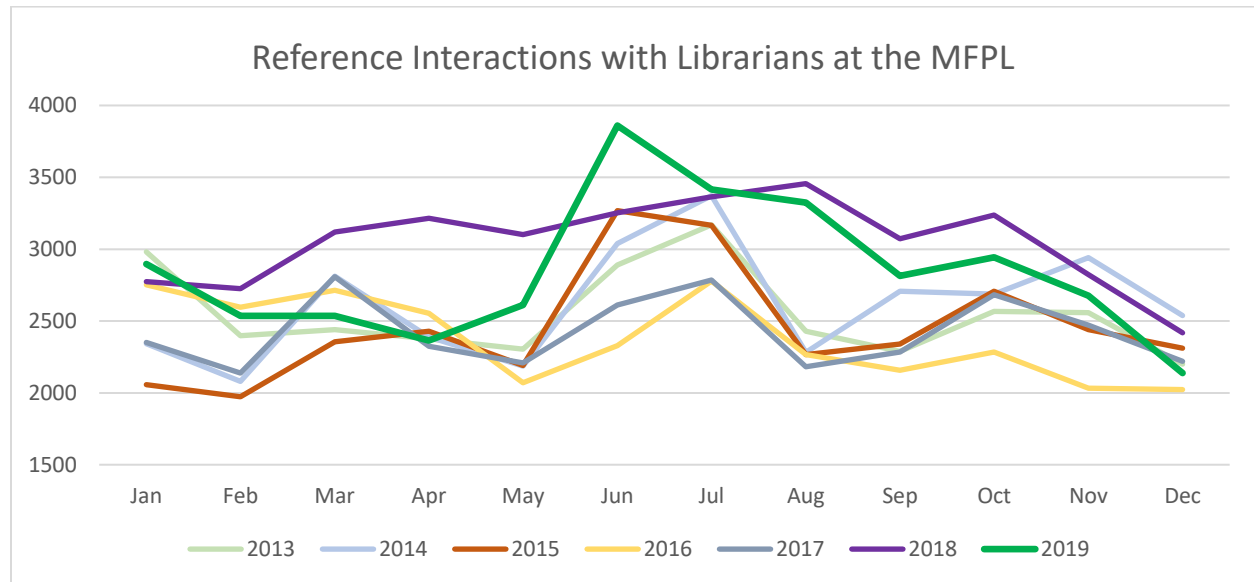
Year	2013	2014	2015	2016	2017	2018	2019
Circulation	242,184	250,676	261,397	275,405	279,250	285,032	297,792

The Millburn Library enjoyed its seventh straight year of increased circulation and set another record for checkouts in a single year. The total includes all books, DVDs, Blu-Rays, CDs, Audiobooks, eBooks, e-audio (books and music), e-magazines and streaming services.

The MFPL's circulation per capita (based on a population of 20,149) is almost 15 items, putting Millburn among the highest per capita in the state of New Jersey and nearly 3 times above the state average of 5.6 items per capita.

Looking at the last year for which complete statewide data is available (2018), and looking only at municipal public libraries (not county systems), the MFPL ranks 28th for total circulation statewide and 23rd for total circulation among towns with only a single library (no branches). There is only one town in the entire state that is smaller than Millburn but circulated more items. (Sparta; population 19,722; 2018 circulation 285,601). The other 21 towns have larger populations than Millburn so it stands to reason that they would have a higher total number of checkouts.

REFERENCE INTERACTIONS



Year	2013	2014	2015	2016	2017	2018	2019
Reference	28,403	28,839	27,192	26,531	26,848	34,142	34,114

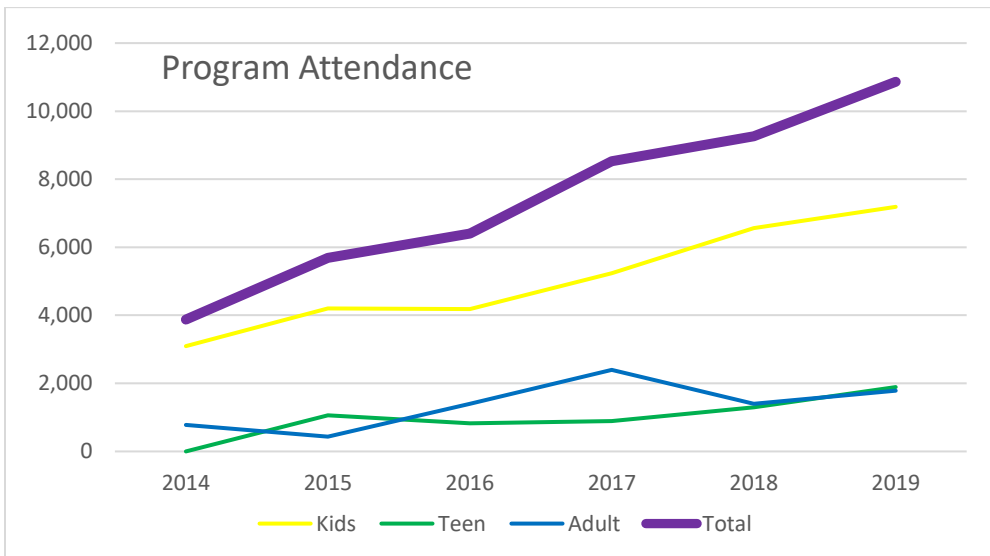
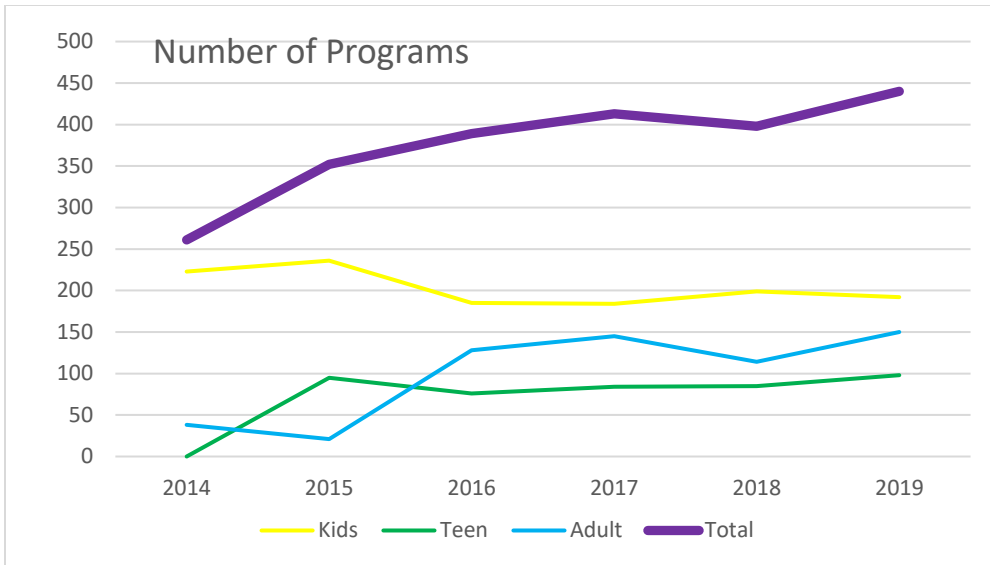
The MFPL tracks the number of interactions between the public and the professional librarians, whether in-person, over the phone, or by text message. Included in these totals are notary services, book catalog searches, computer help (including printing), reading recommendations, and general questions.

The totals above represent the combined interactions at both the Children’s Desk and the Adult Reference Desk. It is pretty remarkable that there was virtually no change in the total between 2018 and 2019.

Not shown in the graph above is just how busy the Children’s service desk has been. There, interactions have gone up steadily over the last several years: 12,805, 15,300, 17,898, 17,989, 16,276, 17,083, and 19,745 --- an increase of 33% since year 2013. The increase in activity on the Children’s side has helped offset a decline in numbers on the Adult Reference desk. This decline is not a cause for alarm, though, as it reflects a larger national trend. Of note, activity on the Adult Reference side has actually “bucked the trend” for the last couple of years, making some large gains recently. In 2019, Adult Reference recorded 14,369 interactions --- a 68% increase over the low point of 8,542 interactions in year 2016.

MFPL PROGRAMS

<u>YEAR</u>	<u>AUDIENCE</u>	<u># PROGRAMS</u>	<u>ATTENDANCE</u>	<u>Attend. per Progr.</u>
2014	Kids	223	3,094	14
	Teen	0	0	
	Adult	38	781	21
	Total	261	3,875	15
2015	Kids	236	4,198	18
	Teen	95	1,060	11
	Adult	21	434	21
	Total	352	5,692	16
2016	Kids	185	4,180	23
	Teen	76	825	11
	Adult	128	1,401	11
	Total	389	6,406	16
2017	Kids	184	5,234	28
	Teen	84	896	11
	Adult	145	2,396	17
	Total	413	8,526	21
2018	Kids	199	6,566	33
	Teen	85	1,296	15
	Adult	114	1,400	12
	Total	398	9,262	23
2019	Kids	192	7,188	37
	Teen	98	1,891	19
	Adult	150	1,784	12
	Total	440	10,863	25



Programs are an important part of the Millburn Library’s array of offerings. Programs can be for entertainment (concerts and movies); education (lectures, book discussions, story times); or enrichment (museum night, meditation, and more). The MFPL is very proud of its excellent programming for all age groups and had over 10,000 program attendees for the first time in its history in 2019. New this past year are the library’s weekly ESL conversation groups which have been a great service for many adults who are just learning to speak English.

STRATEGIC PLAN

The 2019 – 2022 Strategic Plan for the Millburn Library was adopted by the Board of Trustees this year. It is based on input from many stakeholders including staff and the Millburn-Short Hills community. In person interviews were conducted, focus group meetings were held, and a comprehensive online survey was available to all.

The Plan restates the vision of the MFPL:

People want to be at the Millburn Free Public Library

The Millburn Free Public Library inspires and informs

The Millburn Free Public Library helps people live better lives.

It also reaffirms the library's mission:

The MFPL strives to meet the library needs of our community in a welcoming, well-maintained facility.

The three goals of the Plan are:

1. Enhance the library facility
2. Connect with the community
3. Strengthen and protect the library brand.

New this year, the Plan also outlines the Values of the Millburn Library, which have been made into banners and posters for the library facility. The Millburn Library Values are:

- Respect
- Professionalism
- Kindness
- Knowledgeability
- Fairness
- Equal Access and
- Privacy

A copy of the poster is on the next page of this report. Plan details can be found on the library's website: www.millburnlibrary.org > About > Strategic Plan.

MILLBURN FREE PUBLIC LIBRARY

VALUES

RESPECT

We treat each other and our patrons with respect and courtesy.

PROFESSIONALISM

We hold ourselves to the highest standards in the work that we do.

KINDNESS

We are helpful in our attitude and try to help people have a better day.

KNOWLEDGEABILITY

We are aware of our resources and our policies and refer patrons to the right person when we don't have an answer.

FAIRNESS

We consider all factors and all options before coming to conclusions.

EQUAL ACCESS

We serve all patrons equally without regard for background, means, ability, or point of view. The library aims to collect or provide access to materials representing multiple viewpoints in order to present full and fair treatment of a topic. The library does not tolerate or condone hate or hate speech.

PRIVACY

We protect the privacy of our patrons, follow New Jersey Library Law on the confidentiality of library records, and do not divulge private information.



FRIENDS OF MILLBURN LIBRARY



The Friends of the Millburn Library
1979 - 2019

The Friends of the Millburn Library are celebrating their 40th anniversary this year with a lineup of programs and events that are designed to raise interest in the library and increase library support. Recent successful Friends projects include the installation of two “Little Free Libraries” in town in Taylor Park and at the Short Hills train station, a library open house, a well-attended museum night program, and the 40th anniversary chess tournament with nearly four dozen participants. Outreach has become a very important part of what the Friends do and they are doing an excellent job with communications, especially through social media. The Friends also underwrite the library’s popular museum pass service and fund the MFPL’s summer reading programs, including the new “Summer of Science” series.

STAFF CHANGES

There were two retirements in 2019: Susan Pober (Librarian, Head of Information Services) and Nina Lochkareva (Library Assistant, Circulation Desk). These positions have been filled and we wish their successors, Sarah Pardi and Fran Eckhardt, a warm welcome and many happy years at the MFPL.

In early 2020 there will be one additional retirement: Diane Bratton (Librarian, Head of Circulation and Technical Services). This retirement will allow the library to complete its organizational restructuring and place a full-time librarian who will oversee the management of the library’s collections, cataloging, and ordering. The anticipated start date for this position is in February 2020.

LOOKING AHEAD

2020 is going to be an exciting year at the Millburn Library. At its December 2019 meeting, the MFPL Board of Trustees voted to make the library overdue fine-free on a six-month trial basis. This pilot program will remove a financial barrier to access, make people feel less apprehensive about borrowing library materials, and give people who might have accrued overdue fines a fresh start. It is hoped that this change will help improve the library’s image as a friendly, helpful resource and help the library continue to grow in visitation and usage.

The library also is planning a renovation of the facility, focusing on the children’s room, lobby and circulation desk areas. Ideas are developed and we are just waiting for the state to open up the grant application process to release the funds that were approved by voters in the 2017 general election. While the grant will be competitive, we feel that we have a good chance to get some support for this capital project.