

Cherry Hill Public Library 2020 Annual Report



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Create Community

Honor Equity

People Focused

Lifelong Learning



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CHERRY HILL
PUBLIC LIBRARY
THE HEART OF TOWN

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Cherry Hill Public Library 2020 Annual Report

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2020 Annual Report
Director's Message



Libraries always remind me that there are good things in this world. – Lauren Ward

Welcome to the 2020 Cherry Hill Public Library Annual Report! Each year we reflect on the previous one, highlighting our accomplishments. 2020 started with packed program events and busy spaces, and then in March 2020 we had to shift in a way we never had before.

Our library staff admirably rose to the Covid-19 challenges in 2020 and adapted our services and collections, when our library had to be closed to the public. We protected our staff and patrons, and this was our number one priority.

We added or promoted:

- | | | |
|---|----------------------------------|-------------------------|
| -Virtual Programs | -Digital Resources | -Contactless Pickup |
| -Social distancing | -Plexiglass around service desks | -Wearing of masks |
| -Touchless soap and hand sanitizer dispensers | | -Increased disinfection |

We are not the same and our Annual Report reflects this. However, our mission statement is still the guiding principle for CHPL in all our work.

Mission Statement
Create Community
Honor Equity
People Focused
Lifelong Learning

2020 At-A-Glance

Card Holders	25,255
Circulation Electronic Circulation highest ever at 29% total	225,785 [Adult 83,050; Children 77,928; Electronic Circulation 64,807]
Adult Programs and Classes Offered – In person & virtual	441 events with 5,185 attendees
Children’s Programs offered -In person & virtual	342 events with 12,111 attendees
Fundraisers – in person & virtual	3 events with 1,975 attendees
Website visits	272,650

2020 Event Highlights:

Live Music with Noreen – January
The Benefits of Medical Marijuana - January
Cherry Hill African American Civic Association (CHAACA) Black History Poster Contest – February
A Journey through the World of Outlander – February
Musical Lecture: When Oscar Was King – February
Hatha Yoga for All – February
Book Discussion with New York Times Bestselling Author Andrew Gross – February
Virtual Author Events with Amy Meyerson & Angie Kim, Grady Hendrix, Ann Napolitano,
Robert Kolker, Madi Sinha and Wendy Loggia
Virtual Family Fort Night - June
A Virtual Musical Fairy Tale with Jasmine Riel and Patrick Gardner – August
Wizard Fest! - August
Mini Pop-Up Book Sale – October
Animal Crossing Meetups – June through December

Support from our Friends of the Cherry Hill Public Library

In 2020, for items and programs not afforded by CHPL’s budget = **\$18,777**

Major items included Museum pass program, YS and AS Summer Reading Events and supplies, Seed Library supplies, ESL program supplies and Zoom account, Professional development for staff, Speaker and performer fees for in-person and virtual events, Tai Chi, PPE for staff – Plexiglas and face shields, Wi-Fi hotspots and Painting program supplies.

Fundraising, Gifts, Grants:

- Library fundraisers \$4515.00 even with four month closure
- Individual Gifts and Patron Donations: \$631.26 in person and \$1200 online
- Grants-\$8600.00
- Sponsorship: Kumon \$350

If our library collections and programs matter to you, share with people you know and why everyone plays a role in public library funding. We thank our Board of Trustees, Cherry Hill Township, Friends of

the Library and Volunteers who work with staff to bring you the best public library we can be!

Library Board of Trustees

Art Simons, President	Cathy Schwartz, Vice President	Mona Noyes, Treasurer
Susan Bass Levin	Dr. Joseph Meloche	Kavita Gupta
Kathy Judge	Carole Roskoph	Rhonda Shevrin

Friends of the Library

President James Gibson, Vice President Marlyn Kalitan

See you at the library!



A handwritten signature in black ink that reads "Laverne Mann".

Laverne Mann, Director

Reference & Adult Services Report: 2020

Back to Basics + Nimble Creativity:

The challenges of 2020 presented unique opportunities and a new perspective on our work. Separated from each other and the public, we found patrons needed the following: human connection, a sense of stability in our community, and BOOKS (for learning, discussion, entertainment, and distraction).

Our mainstay programs – English Language classes, book clubs, Needlework Guild have all been virtual since March; providing connection and continuity and a sense of “normalcy.”

Post-March, we focused primarily on virtual author events. Authors are eager to promote their books and the virtual format incurs no travel expenses.

During National Poetry Month in April, staff selected and recorded readings of favorite poems. In May, for Mental



Health Awareness Month, we shared personal tips, resources, and strategies for improving and sustaining mental health. Later, staff recorded readings of favorite short stories for “Adult Story Time.” All of these tasks were completed during the height of the pandemic in NJ when our building was fully closed to the public. Through social media and our website, we shared all of the above with the community in an effort to keep them connected to the library.

By leaning into our core strength as librarians – connecting people with literature and information – we got creative in 2020.

New in 2020:

- Book Match (now permanent)
- Email reference at chplref@chplnj.org
- Instructional videos (playlists linked below)
 - [eBooks and More](#)
 - [Using the CHPL Catalog](#)
 - [Computer Classes at CHPL](#)
- [Poetry Readings](#)
- [Adult Story Time](#)
- [Virtual Author Events](#)
- Virtual book displays and lists
- Axis 360 eBook collection
- Resource Guides
 - For Adults From Home: <https://chplnj.org/foradultsfromhome>
 - Anti-Racism Resources: <http://chplnj.org/anti-racism#adults>
 - Voter Registration Resources: <http://chplnj.org/voteready>
 - Census 2020 (now inactive): <https://chplnj.org/census>
 - Mental Health Resource Guide (expanded and improved): <https://chplnj.org/mentalhealth>



By the Numbers:

Total Programs (Virtual + In-Person) = 418

Total Program Attendance: 4,861

Most Popular In-Person Event:

“A Musical Valentine” - February 19 - 160 attendees

Most Popular Virtual Events:

A Musical Fairy Tale	August 5	90
<i>Hidden Valley Road: A Conversation with Author Robert Kolker</i>	August 24	70
Fairy Tales Around the World	July 23	43

Dear Edward: A Conversation with Author Ann Napolitano	July 30	37
Pop Up Romance Book Talks	May 29	36
Cutting the Cable Cord	July 7	36

Most Popular Videos (Views as of 1/12/2021):

A Musical Fairy Tale – Sneak Preview	355
Adult Story Time with Tierney Miller: “Lusus Naturae” by Margaret Atwood	323
Book Talk with Director Laverne Mann: <i>Nothing to See Here</i> by Kevin Wilson	170
Searching for Books & Placing Holds Using the CHPL Catalog	134
Imagine Your Life Story: Memoir Writing with Carol Harkavy & Stefani Milan	132

Book Matches Fulfilled: 24 (launched November 2020)

Computer Classes (in-person and online): 23 classes – 324 attendees

Professional Development = 529 hours

Census 2020:

The U.S. Census was a focus for our department in 2020. Through a combination of online trainings, a steady social media campaign, and a full webpage devoted to the Census, CHPL helped NJ achieve a 69.5% self-response rate – the highest in 30 years and 2.5% above the national 2020 average.

Adult Summer Reading Program (ASRP):

10 Events = 332 Attending

Very quickly, we switched to a fully virtual model for ASRP. We hosted more bestselling authors than ever before (Ann Napolitano, Grady Hendrix, and Robert Kolker). Instead of hiring presenters, staff researched and created their own events:

- Wizard Fest (co-hosted with Youth Services)
- Arm Chair Travel: Fairy Tale Castles
- A Musical Fairy Tale
- Fairy Tales around the World
- A Discussion of Neil Gaiman’s Mythology

English for Speakers of Other Languages (ESOL):

Our ESOL classes and book clubs (formerly ESL) have thrived despite the tumult of the year and were one of the first programs we shifted to a virtual format with the help of our dedicated volunteer instructors. Attendance and engagement have remained high.

Currently we offer nine weekly sessions reaching an average of 40-50 learners each week:

- | | |
|---------------------------------------|------------------------------------|
| -Conversation – Beginner (2 sessions) | -Conversation – Intermediate |
| -Reading/Grammar | -Writing/Grammar – Beginner |
| -Writing/Grammar – Intermediate I | -Writing/Grammar – Intermediate II |
| -ESOL Book Club I | -ESOL Book Club II |

Staff Changes:

Ann Kennedy, formerly a part-time librarian in Adult Services, stepped into a new full-time role as Outreach Librarian. Jasmine Riel moved to Youth Services to begin work as CHPL’s Teen Librarian. Joshua Greene will take her place in 2021, moving from a Library Assistant in Technical Services to Adult Services Librarian.

Youth Services Report: 2020

2020 was a year that tested our flexibility and creativity. Youth Services had to return to basics and find new ways to connect with young patrons. Something that our community values greatly, our in-person programs and face-to-face connections, were changed completely or eliminated. This year tested our ingenuity, our tech skills, our energy, and the patience of our patrons. We found out how to reach teens online in new ways and how to surprise and delight young readers with Bookworm boxes. 2020 tested us and we have learned a lot including what to keep going forward and what is ripe for change.

Offering Programming to Children during a Pandemic:

Although we started the year off strong with big programs like the Early Childhood Education Fair and 10 school visits, we were slowly forced to cancel programs even before the lockdown when COVID cases started increasing. Of course, March 2020 completely changed how we serve our patrons. However, the Youth Services Department changed and adapted to the needs of the community throughout the year to continue providing a high level of service and early literacy support. Programs continued the week we closed to the public as the Youth Services Department worked quickly to make the transition from in person to virtual programming.

While New Jersey was in lockdown the library provided a vital connection for the community through our social media. “Lit with Librarians” was offered by the Teen Department and saw an unprecedented 36 attendees in May. We made connections to 44 parents and kids during Virtual Family Fort Night in June. The Children’s Department chose to keep most of their offerings prerecorded to keep the events accessible to all families. That decision was rewarded with consistently high views of on-demand videos from March to July.

New in 2020:

- Book Match readers advisory service for kids and teens
- Virtual Programming (both real-time and on-demand)
- Animal Crossing meetups (meeting patrons in online gaming platforms)
- Teen Monthly Newsletter
- Bookworm boxes (curated surprise box of books, toys and candy)
- On demand story times
- Youth Services floor signage
- Kids from Home web resources
- Teens from Home web resources
- Staff changes



Virtual Programs for Children:

In addition to story times, we offered many real-time virtual programs with some hits and some misses. We started by seeing which existing programs could be converted to an online format. Throughout the spring we continued virtual Toddler Dance Parties, Dungeons & Dragons for Kids and Barking Book Buddies—all programs that were regularly scheduled in person each month. We added Fairytale STEM, Thank a First Responder, Family Fort Night, Virtual Escape Rooms, Hansel and Gretel Gingerbread Build, a Fairy Tale Ball, and Wizard Fest, programs all performed by CHPL staff. We hired a few paid performers such as Sciencetellers and a Rock-n-Rhyme concert with musician Mr. Jon.

Virtual Programs for Teens:

Dungeons & Dragons for Teens, Teens Cook, and Crafting with Creativebug all went virtual somewhat seamlessly. Outreach to the schools continued with virtual teen Chat-n-Chews and Lunch with Librarians. In the summer, we were able to offer Animal Crossing, Teen Game Nights, Film Appreciation Meetups, and College Preparatory programs. Meeting teens on online gaming platforms was the biggest change. Animal Crossing meetups were so popular that they continued weekly through the rest of the year. Our teen Instagram account went from around 100 followers to over 500! Librarians are reaching more teens than ever and have changed the content to appeal to this audience.

Teen Volunteering:

We were able to continue our usual teen volunteer opportunities in the beginning of the year with teens getting trained and filling shifts as Shelf Managers. Once the statewide lockdown began, and we had to change to only online volunteering, we began giving volunteer hours to students who contributed to the CHPL Teen QuaranZine e-newsletter. These submissions included stories, poetry and art and that was inspired by the pandemic and lockdown. In the fall, the QuaranZine morphed into our new Teen

Newsletter that is now sent out monthly and includes writing and art submitted by teens, book reviews, and interviews of local teens.

Readers Advisory with Book Matches:



One service that we started in 2020 and will continue is a Youth Services Book Match program. Children and teens can fill out the Book Match form online with a few questions about their interests and books that they have liked in the past. We take the response and curate a list of suggested books in the catalog that they can check out. We place three of our suggestions on hold automatically for the patron to schedule for pick up. This service was launched in November. **Book Matches completed for patrons (launched November 2020) = 32**

YS held **17 cross-departmental programs** and collaborated with several departments in the library including:

- *Anime Night with Circulation*
- *Music & Movement with Adult Services*
- *Book Match with Adult Services, Circulation*
- *Middle School Chat-n-Chews with Adult Services*
- *Ryan Case for Smiles pillowcase sewing with Administration*
- *Virtual Family Fort Night with Adult Services*
- *Wizard Fest with Adult Services*
- *Planner Meetups with Adult Services*
- *Animal Crossing with Adult Services*

Most Popular In-Person YS Programs in 2020:

January Explore on the Floor (91 attendees)
February Toddler Dance Party (86 attendees)
Early Childhood Education Fair (81 attendees)
SAT Prep (75 attendees)
October Bookworm Boxes (41 attendees)



Most Popular Real-Time Virtual YS Programs in 2020:

Sciencetellers (75 attendees)
Yeti Felt Pin Take and Make (53 attendees)
Virtual Family Fort Night (46 attendees)
SAT vs ACT (44 attendees)

Most Popular On-Demand Virtual YS Programs in 2020:

- March 12 Rhyme Time (266 views)
- April 2 Just Right Story Time (219 views)
- June 3 Rainbow Story Time (211 views)
- April 7 Story Time (201 views)

Program Statistics	
Kids' programs (up to grade 5)	249
Attendees	11,213
Teen programs (grades 6-12)	93
Attendees	898
School Visits	14
Students	585
Summer Reading Participants (ages 0-18)	532
Total Books Read	8,537

School Outreach:

YS completed 14 outreach events reaching 585 individuals. That includes:

- Library card drives
- Literacy Nights with elementary schools
- Caldecott presentations
- Chat-n-Chews with middle schools
- Early Childhood Education Fair with 13 schools
- Read Across America visits with elementary schools
- In-house CHPL tours

Resource Guides:

2020 gave us a chance to make our website a true virtual branch. These new pages became true resource guides for students and parents:

- For Kids From Home: <https://chplnj.org/forkidsfromhome>
- For Teens From Home: <http://chplnj.org/forteensfromhome>
- Anti-Racism Resources for Kids: <http://chplnj.org/anti-racism#kids>
- Anti-Racism Resources for Teens: <http://chplnj.org/anti-racism#teens>

Youth Services Floor Changes:

Because of the pandemic, we removed many of our displays, much of the seating, and half of the computers from upstairs before we re-opened to the public in July. We also removed all interactive stations for play. This was done to socially distance patrons and to minimize touching of items. Plexiglass was installed around the YS desk to offer protection to CHPL employees. Following a staff workshop on visual merchandising, we evaluated the department as a whole with an eye for clearing clutter, improving signage, and making things more visually appealing. We removed dated artwork and decals from walls and columns. We also added improved signage to the ends of the stacks and large collection location signage throughout the department.

Presentations, Awards and Accolades:

2020 Winner of ***NJLA Innovative Program Award***: Young Entrepreneurs Program and Craft Fair

2020 Winner ***Women's Suffrage Centennial Book Donation*** Award

Grants Applied For (*=awarded):

*Drexel Digital Services to Children free training and monetary award**

*Grow with Google – Applied Digital Skills Virtual Learning Minigrant**

Network of the National Library of Medicine (NNLM) - Mental Health kits

Staff Changes:

We had several staff changes in 2020. We said goodbye to part-time librarian Barbara Napoliello. Our Teen Services Librarian, Melissa Brinn, switched to part time status. We welcomed back Jasmine Riel to the department as the new Teen Services Librarian.

Circulation Report: 2020

The Circulation department checks materials in and out, shelves all returned items, issues library cards, manages hold requests, handles issues with fines, and processes all interlibrary loan requests.

We provide excellent customer service in person, over the phone, and by email. We ended 2020 with **25,255** patrons and welcomed **1,443** new members to our library. We circulated **160,978** library materials and **64,807** electronic materials.



Inter Library Loan:

In 2020 the ILL team loaned a total of **607** materials and borrowed a total of **162** materials from other libraries around the country. Due to Covid-19 there were no ILLs from March 13 - November 2.

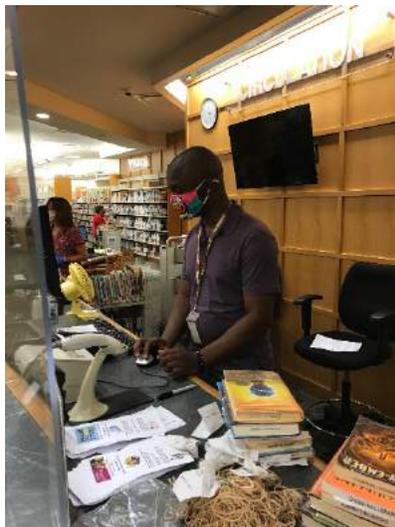
Highlights:

March 15 - CHPL closed for quarantine. On April 6, 12 circulation staff members were put on furlough. **264** temporary cards were created during the closure.

June 22 - CHPL opened for Contactless Pickup with over **1400** holds waiting to be retrieved.

July 27 - CHPL opened to the public with restrictions (30 min. time limit, masks, and social distancing) Continued Contactless Pickup outside the building (as weather permitted)

September was Library Card Sign-Up month. New members were entered into a raffle to receive various gift cards. During this event we welcomed **112** new adults and **55** new juvenile members.



November 4 - closed to the public for 2 week quarantine. Starting November 27 through the end of the year we remained contactless with the building closed to the public.

Programs:

Lunch and a Movie - 2 movies; **94** attendees

Must Watch Documentaries - 2 documentaries; **68** attendees

Bob Minnick hosted *“Learn to Paint with Acrylics”* on March 4 2020; **11** attendees

Technical Services Report: 2020

New Orders - Cataloging Stats:

Print Books – 5742	Music CDs – 161
OverDrive E-Books - 3836	OverDrive Audiobooks - 923

AudioSpoken CDs –249	DVDs – 330
Print Serial – 148	Electronic Serial – 65
Databases – 13	*Donations added to collection – over 235.

Cataloging:

- This year with the pandemic, the Technical Services department, quickly pivoted to ordering online materials, i.e. OverDrive Advantage titles in eBook and Audiobook format.
- CHPL had a KOHA upgrade 19.11 in July 2020.
- Bywater Solutions will now be hosting our ILS on their servers.

Maintenance - 2020

Cleaning and Sanitation:

- Shampooed all carpets in the building and waxed the Lower Level.
- Installed Plexiglass protection and touchless hand sanitizers throughout the whole building
- Painted public areas and bathrooms on the Upper Level, Reference Department on the Main Level and Lower Level.

Lighting:

- Installed LED wall lights and LED emergency lights in the Staff Stairwell
- Installed emergency lights in the Reference Department and outside lights
- Replaced current lights to LED in the Multicultural Room and Conference Center; installed UVC lights in the book quarantine area

Bathrooms:

- Installed touchless soap dispensers
- Reconfigured machine in Ladies Bathroom to make feminine products free of charge

Mechanical Fixes:

- Worked on the Chiller Condenser, Cooling Tower, and HVAC software upgrade
- Switched fire alarm system to a cellular monitoring system

Structural Changes:

- Removed Administration window and replaced it with a service window and folding shelves
- Installed doorbell and entry door scan on office door
- Removed projector and installed TV/sound bar/input plates in Multicultural Room

Veterans Wall of Honor

- Designed, fabricated, primed and painted customized picture frames
- Assembled pictures into frames and hung on wall

Outdoor Changes:

- Installed new bricks in Friendship Grove
- Repainted library entrance and exit signs and installed new posts

Volunteer Services & Fundraising

Number of Volunteer Hours:

Admin = 18.25	Friends Book Room = 234.25
Circulation = 17.25	Reference (shelf reading) = 66.75
Welcome Desk = 301.5	Youth Services = 129
ESL = 418	Grand Total = 1185

Number of Volunteers:

- Adult Library Volunteers 45
- Youth Service Volunteers 21
- **TOTAL VOLUNTEERS 66**



The Independent Sector’s Value of Volunteer Time on average is \$27.20 per hour.

1185 multiplied by \$27.20 = \$32,232 (consider as potential savings)

Fundraisers and Amounts Raised:

Paper Quilling = \$615	Painting Party = \$280
Scarecrow Contest = \$354	Psychic Medium = \$300

Grand Total = \$1,549