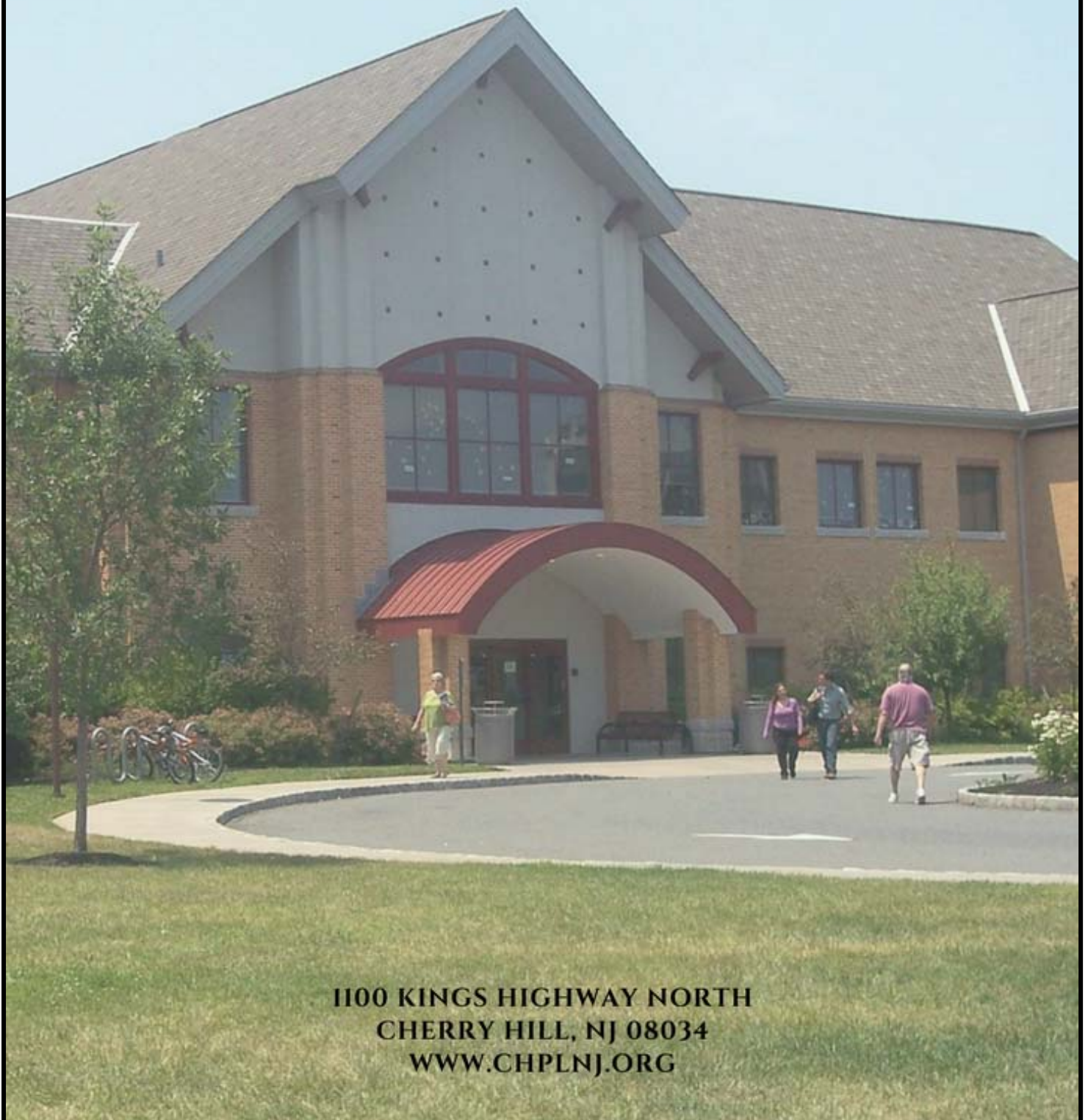


# CHERRY HILL PUBLIC LIBRARY ANNUAL REPORT 2017



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# Annual Report 2017

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# Cherry Hill Public Library

## 2017 Annual Report

### Director's Message

The Cherry Hill Public Library is more than just a building that houses books. Your Library is a community center where people from all walks of life visit for so many different reasons. From story times and study halls to author visits and concerts, the Cherry Hill Public Library is both a haven and hub of community activity.

### What drew people to the library in 2017?

- **Events and Programs**

In 2017, the Cherry Hill Public Library offered 957 events, classes, story times and more with over 30,000 total attendees – a 54% increase over 2016. Our innovative staff consistently produces some of the highest-quality free programming in the area. Truly something for everyone!

- **Technology**

The Cherry Hill Public Library continues to be on the cutting edge of technology. In addition to 87 public computers and free WiFi throughout the building, the library offers an array of computer classes and technology demos, a dedicated Maker Playground space with equipment, including our 3D Printer, and one-on-one appointments with librarians for tech help.

- **The Staff**

Our professional librarians serve children, teens and adults, and our trained support staff of library assistants, administrative assistants, custodial, clerks, and pages work to meet the needs of patrons. Excellent customer service is a top priority. We take pride in making sure every visitor has a positive experience while using the library.

- **Collections**

Books, multimedia, periodicals, museum passes, American Girl dolls and more! There is so much to check-out at the Cherry Hill Public Library. Demand for digital resources continues to increase. Hoopla is our most popular online service, which allows users to stream audiobooks, ebooks, music and more at the touch of an app. The top three databases used in 2017 were Heritage Quest, Rosetta Stone, Consumer Reports, underscoring our community's love of learning!

Another big change in 2017 was a new catalog system. In August, you may have noticed the new look of our library catalog. We now use Koha, the most advanced open-source Integrated Library System. Our staff and patrons now have easy to use circulation policies, strong patron management and intuitive navigation. It was a large undertaking and I'm proud of the many staff members involved in making this a smooth transition for both staff and patrons.

We are also committed to maintaining and upgrading our library to keep up with the high-level of usage. In 2017, we added security lighting in Friendship Grove, converted the Main Level, Reference Room and Computer Lab to LED lighting, and added more security cameras throughout the building.

In this Annual Report, you'll learn more about what the Cherry Hill Public Library achieved in 2017. We highlight our accomplishments, which benefit every age and background.

We thank the Library Board of Trustees, the Mayor’s Office, the Friends of the Library and numerous volunteers who support and work with library staff to make the Cherry Hill Public Library the Heart of Town.

See you at the Library!  
Laverne Mann, Director

2017 At-A-Glance	
Attendance in Library	605,412
Card holders	28,099
Circulation	388,362 – over 1,000 items per day
PC Usages	58,865
Wifi Logins	58,256
Adult Programs and Classes Offered	374
Reference and YS Questions Answered	61,079

**2017 Event Highlights**

- Black History Poster Contest with the Cherry Hill African American Civic Association (CHAACA)
- New Jersey Makers Day (March)
- CHPL ComicCon (March)
- Library Yarn Bomb (March-May)
- Trucks, Trucks, Trucks (June)
- Author Matthew Quick (July)
- Book It 5K with Cherry Hill Township (September)
- One Book, One Cherry Hill (September-November)
- Murder Mystery Event (October)



**Fundraising, Grants & Gifts**

- \$5,000 – Grant from the NJ Council for the Humanities
- \$4,291 – In-House Fundraisers (see page 11)
- \$2,371 – Individual Gifts and Patron Donations
- \$500 – Summer Reading Sponsorship from Republic Bank

**Support from Our Friends**

In 2017, the Friends of the Cherry Hill Public Library donated \$34,756 in the form of items and programming not afforded by CHPL’s budget.

**Friends Donations Included:**

- Museum Passes
- Adult, Teen and Children’s Summer Reading Program
- One Book, One Cherry Hill
- Maker Playground Supplies

## Reference & Adult Services Department

Reference & Adult Services: By the Numbers			
	2016	2017	% change
<b>Programs</b>	153	177	+15.7%
<b>Program Attendance</b>	1,701	3,620	+112.8%
<b>Outreach Attendance</b>	1,626	1,319	-18.8%
<b>Professional Development for Staff<sup>1</sup></b>	75	116	+54.6%
<b>Desk Reference Questions</b>	34,998	42,538	+21.5%

2017 was a year of expansion, activity and change for the Reference Department. Due to a successful crowd-funding campaign, our museum pass collection was expanded to include 14 local attractions. We started several new and ongoing initiatives, including English as a Second Language classes, Feminist Book Club, and yoga. Outreach expanded to many of Cherry Hill's swim clubs. Adult Summer Reading once again broke the previous year's participation record. We submitted a successful grant application to the New Jersey Council for the Humanities, allowing us to launch our very first "One Book, One Cherry Hill" campaign. A generous gift from the Friends of the Library made it possible to establish the new Genealogy Research Center.

### Information Services and Lifelong Learning

The Reference and Adult Services Department continues to provide excellent information and research-based assistance to patrons each day. One of our goals in 2017 was to increase use of the Reference by Appointment service by 10% over the previous year. By promoting the service and also expanding our tracking to include all reference interviews taking 15 minutes or longer (in-person, phone, and email), we jumped from 80 appointments in 2016 to 105 in 2017 (31% increase). The three most commonly requested topics were tech device assistance, job-search assistance, and general computer help. We are reaching patrons through the channels most comfortable for them and getting a stronger picture of the specialized professional expertise our librarians provide.

Digital items continue to increase in popularity. In 2017, checkouts from hoopla, OverDrive and RBdigital accounted for 11.6% of total circulation. Through these services, patrons accessed 45,048 ebooks, audiobooks, magazines, movies, TV shows, music, and comic books on their PCs, tablets, smartphones and other devices. Due to the ever-increasing demand for hoopla, in April 2017 we instituted a budget cap of \$36,000/year to manage that popular service.

### Community Connections

Partnerships with groups, organizations, and agencies resulted in some highly successful events throughout 2017. In January, we hosted a Chinese New Year celebration featuring dancing, food, martial arts and Tai Chi demonstrations, crafts, games, and more. A newly established relationship with the Chinese School of South Jersey and the Cherry Hill Huaxia Chinese School made this event a smashing success with over 400 people in attendance throughout the day. The schools returned again in October to



<sup>1</sup> Number of classes, programs, events, workshops, webinars, etc. attended by staff

assist with Chinese Maker Day. We also highlighted the excellent work of a number of local nonprofits through our Coffee & Conversation series, including the NJ Tree Foundation, Food Bank of South Jersey, Heifer International, Cathedral Kitchen, and more.

In May, author Sabeeha Rehman visited the library to discuss her life and her book, *Threading My Prayer Rug: One Woman’s Journey from Pakistani Muslim to American Muslim*. The event was co-sponsored by the Jewish Community Relations Council, Cherry Hill Human Relations Advisory Committee, and the Pakistani-American Society of South Jersey.

Connections with UCEDC and the NJ Dept. of Treasury Taxation University brought classes on starting and running a small business and a partnership with JEVS Human Services allowed us to expand job-related education through their Career Strategies series.

**Some 2017 Event Highlights:**

<b>Program</b>	<b># of Attendees</b>
SUNK: Mysteries Beneath the Waves of the Jersey Shore (Feb)	108
Rosie the Riveter and Her Sisters (March)	50
Ulysses S. Grant in Living History (April)	125
Hoarding: A Closer Look (May)	60
Author Matthew Quick (July)	170
Cartoonists Run Amok! (August)	150
Is Bigfoot Real? (Dec)	42

**One Book, One Cherry Hill**

In 2017, we held our very first Community Reads project, One Book, One Cherry Hill, which ran through the fall. Deena Caswell, Supervisor of Outreach and Diversity, served as project leader on One Book. We applied for and received an incubation grant from the NJ Council for the Humanities in the amount of \$5,000 in addition to generous funding support from the Friends of the Library. Partnerships with Mayor Cahn’s office and Dr. Meloche of the Cherry Hill Public Schools helped to strengthen this project and make it a true “community read.” Jamie Ford’s *Songs of Willow Frost* was chosen because of its focus on the Chinese-American experience.

This title resonated in Cherry Hill as we are a community with a large and expanding Chinese-American population. Chinese cooking classes, Chinese language classes, book club discussions, and bilingual children’s story times were held throughout the fall. One Book culminated in a visit from the author, Jamie Ford, in a conversation-style interview moderated by Dr. Qin Shao, Professor of History at The College of New Jersey.



<b>One Book Events</b>	<b># of Attendees</b>
Chinese Maker Day	150
Art of Chinese Floral Arranging	15
Shanghai Gone: Domicide & Defiance in a Chinese Megacity	20
All the Tea in China	28
An Evening with Jamie Ford	125

## Adult Summer Reading

CHPL's Adult Summer Reading Program participation continues to increase with each passing year. In 2017, 419 adults registered for ASRP, a 9% increase over 2016, and readers logged a total of 2,272 books. The theme of "Build a Better World" was incorporated into many events, encouraging participants to build better lives and communities. The most popular summer events included author and journalist George Anastasia who led a fascinating discussion about the Philly/South Jersey mafia. Mr. Anastasia spoke to a packed room of 170 people. In July, the musical program "Listen and Learn: The Life and Music of Nat King Cole" drew a crowd of 100 and got folks dancing in the aisles.



## Non-Traditional Collections

CHPL is always looking for ways to expand our non-traditional collection. In August we began circulating RealPad Android tablets. These devices were a gift from the Cherry Hill Township Mayor's office. Created by AARP, the tablets are geared toward an older audience, though any patron is welcome to check them out. Each RealPad comes with pre-installed apps for hoopla, OverDrive, and Zinio – instructional brochures for these digital services are also included. Through our lending program, patrons can get familiarized and comfortable with a tablet before deciding whether to purchase a device of their own.

## New and Updated in 2017

This year, we reinvigorated a number of existing services by making changes, updates, and expanding what we offer to patrons. Here is a sampling of the improvements:

- **Seed Library:** Launched in February 2017, this new program allows cardholders to check out seeds and take them home to plant in their own gardens. With guidance from an organization called Library Seed Bank, we solicited seed donations from various seed saving organizations to offer 120 varieties of vegetables and herbs. The Seed Library naturally wound down in September with a total of 190+ participants. Plans are underway for Seed Library 2018 with expanded features, including an automated request form on our website.
- **Genealogy Research Center (GRC):** In November, we opened the Genealogy Research Center at CHPL, a place for patrons to conduct family history research. The GRC includes: Ancestry.com Library Edition, compiled resources for genealogists, new furniture and computer equipment, additional print and AV materials on genealogy and classes and lectures about genealogy. Funds from the Friends Gift Shop, which closed earlier in the year, funded the GRC and the space is dedicated to Bryna Thaler, Rosemary Leach, Joan Kohn, and all of the Gift Shop volunteers.
- **Full Digitization of Cherry Hill High School Yearbooks:** High school yearbooks from both high schools (West 1961-2016; East 1970-2016) are now available on the CHPL website. This project was completed at no cost to the library. Response from the community was staggering: when we launched on Oct. 20, 2017 and announced the yearbooks on Facebook, the post reached 77,594 people.

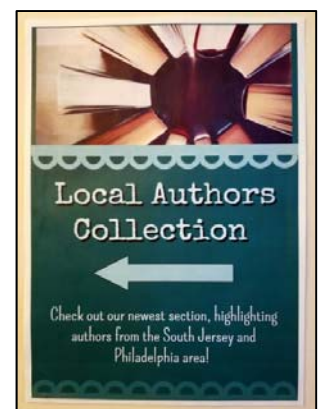


- **Museum Pass Program:** Thanks to a successful crowd-funding campaign through Indiegogo, and with the continuing support of the Friends of the Library, we added 10 new museum passes this year, bring our total collection of passes to 15. This popular program connects people of all ages to broader learning and enrichment opportunities beyond the walls of the library. Additional passes will be purchased in 2018.
- **English as a Second Language (ESL):** Our partnership with the Literacy Volunteers of Camden County (LVCC) revealed a very high demand for ESL services in our community. To meet demand, we recruited and trained volunteer instructors. By the end of 2017, we were offering five different sessions of ESL – a mix of in-house and LVCC – to provide beginner conversation as well as intermediate reading and writing courses.

### Collection Development and the Reading Room

The Reference and Adult Services staff is continually working on ways to best maintain, refresh, expand, and weed the collection in all categories. Here are a few of the updates and improvements we made to the collection and the way our patrons access these items:

- We established an area where all documentaries and instructional films can be found as one collection. Previously these films were interfiled with nonfiction books, making browsing impossible.
- We eliminated the oversize collection as a separate space and these books can now be found in non-fiction, shelved by topic.
- All genealogy books were pulled and relocated to the Genealogy Research Center.
- ESL materials are now shelved with the Foreign Language collection so that non-native English speakers can more easily find all of these items.
- Adult video games and Rapid Listen audiobooks were moved to the lobby for a more prominent location.
- Our growing collection of smaller paperbacks was moved to the back wall in the Reading Room to allow for better shelving and more space.
- End-cap signage was updated throughout the Reading Room for accuracy as well as to freshen the look of our shelves.
- Through a program with EBSCO, two device charging stations for public use were provided to the library by local small business sponsors.
- We created a Local Author collection to highlight works written by those authors in and around Cherry Hill. In many cases, local authors who have given a presentation at the library donated their book and so this collection is ever-expanding.



### Professional Development

Staff members in the Adult Services Department continue to raise the profile of CHPL as a premier library in New Jersey and beyond through their leadership and involvement in the New Jersey Library Association (NJLA), the American Library Association (ALA), and other organizations. The staff's participation in ongoing professional training through webinars, classes and workshops dramatically increased, with staff members participating in 50% more continuing-education sessions than in 2016. We're learning more every day about ways to improve service and education for the Cherry Hill community.



Our librarians are dynamic, creative professionals committed to serving CHPL patrons and visitors through high quality event planning, relevant services, lifelong learning, and a robust collection. We are active and passionate about the wider goals of librarianship and excited about the future of our work at CHPL.

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## Circulation Department

In 2017, the Circulation Department provided excellent customer service to 28,099 cardholders, including 2,826 new members. Total circulation for 2017 was 388,362. This includes 45,048 of digital items such as ebooks, audiobooks, digital magazines and comic books, movies, TV shows and music. Electronic items now represent 11.4% of our total check-outs, a slight increase over last year. The Circulation Department checks materials in and out, shelves all returned items, manages hold requests, collects fines and fees, issues library cards and processes all interlibrary loan requests. We answer and direct patron questions in person, over the phone and by email. A patron's experience at the Cherry Hill Public Library begins and ends with the Circulation Department.

### Interlibrary Loan

In 2017 the ILL team loaned a total of **2,264** materials and borrowed a total of **634** materials from other libraries around the country.

### 2017 Highlights

- In August, CHPL migrated to Koha, a new catalog system, creating a better user experience for staff and patrons
- In addition to phone calls and emails, patrons can now receive text messages when items are due or when holds are ready for pick-up.
- Food for Fines event in July forgave \$316 in fines and collected 511 pounds of food for the Food Bank of South Jersey.
- September was Library Card Sign-Up Month and we welcomed 175 new adult cardholders and 86 juvenile members.
- In September, we premiered our New Library Card, which includes a key tag.



### Events

- **Lunch and a Movie** – 11 movies; 591 attendees
- **Must Watch Documentaries** – 12 documentaries; 320 attendees
- **Oscar Series** – In August, we showed six of the year's Oscar nominated films; 245 attendees
- **Teen Rotten Tomato Movie Club** – 13 attendees (over 4 events)
- **Teen Anime Club** – 49 attendees (over 7 events)
- **Holiday Film Festival** – In December, we showed three holiday movies; 73 attendees

The circulation staff also assisted in large outreach events including, Maker Day, Earth Fest, National Night Out, the Backyard Bash, the Book It 5K and Harvest Fest.

## Youth Services Department

It was a year of activity in Youth Services! We greatly increased offerings to very early learners by introducing a new early literacy initiative with 1,000 Books Before Kindergarten and added new STEM activities and foreign language programs for babies and toddlers. We also overhauled our teen volunteer opportunities to make them more plentiful, more interactive and more meaningful to the teens. In addition, we began offering a basic Life Skills program series for teens.

### New Programs & Services

#### 1,000 Books Before Kindergarten

We started the *1,000 Books Before Kindergarten* program encouraging early reading to children to increase their vocabulary and reading comprehension before Kindergarten. For every 100 book reads, the child returns the log sheet to the library to move their bookworm up the wall until they reach 1,000 books. Upon completion of the program children get their photo on the wall on fame, a bookplate in their favorite book, and an invitation to a pizza party!



#### Explore on the Floor

The first Friday of every month, babies and toddlers get a chance to explore sensory toys, building blocks, train kits and puppet play to learn motor skills and social play. Blocks, assembly kits and train sets encourage early STEM skills and puppetry and play with toys encourages early development in the arts.

#### Teen Life Skills

In the Fall of 2017 we introduced a series of teen programs based on the “adulting” trend. The Teen Life Skills Academy has already taught teens how to hand sew, sew on three different types of buttons, beginner makeup skills, and email etiquette.

#### Teen Volunteer Opportunities

Our teen volunteer program was overhauled with the introduction of two new opportunities. Teens can now sign up for a *Community Service Power Hour* once a month where they could be asked to perform a variety of different projects that support the library’s children’s programming. Teens also now have the opportunity to get trained to be Shelf Managers who make their own schedule to help shelf-read the YS stacks.

#### Juvenile Reading Area

To provide more hangout space for our school-age patrons, we rearranged some furniture to create a juvenile reading area. This has become a space of comfy couches and chairs where kids and parents gather to read together.

#### In-House Gaming

In 2017, we added games that patrons can use while in the library including Checkers, Chess, STEM kits, and a Community Puzzle.

### **These are the People in Your Neighborhood Story Time**

This new story time features adults in cool careers as guest presenters. The program kicked off in December 2017 with a marine biologist who answered fishy questions and helped kids make paper jellyfish. This will continue into 2018 as a monthly program.

### **Delicious Reads – With ShopRite!**

Our extremely popular kids’ cooking program gets a new partnership with ShopRite! ShopRite brought in their registered dieticians to teach kids how to cook healthy meals and snacks.

### **STEM Play in Children’s Area**

The purple hippo shelf was pulled out of basement storage to make a space for Mega Block storage. The Mega Blocks can be used to make building projects with babies who are using the Preschool Play area. This adds more STEM activities to this area along with the activity wall and magnetic game boards.

### **Community Art Project**

Each month the doors to the Craft Room are decorated with a theme background. Children have access to colored shapes that fit them theme and crayons so they can add their own mark to the Community Art Project.

### **Foreign Language for Babies and Children**

In 2017, we started three new programs for children who speak, or who wanted an introduction to a new language. We worked across departments with an Adult Services Librarian to provide *Bilingual Story Time* in English and Mandarin Chinese once a month. Partnering with Bilingual Families of South Jersey, the library also began offering *Spanish for Babies and Toddlers* one Friday morning a month and *Spanish for Children* one afternoon a month.

### **Martial Arts for Preschoolers**

Partnering with community martial arts school, Tiger Schulmann, the library was able to offer classes for preschoolers introducing them to martial arts, as well as a program called *Bully Shield* which taught school aged children ways to deescalate a conflict.

### **2017 Summer Reading Program**

This year’s theme, Build a Better World, offered a wide-variety of programming opportunities to ensure that children never take a vacation from reading and learning.

Eyes of the Wild, the American Swedish Museum and Mad Science of NJ presented programs that encouraged children to take a closer look at the world around them.

The Philadelphia improv group, Story Up, returned to present an interactive storytelling show based on ideas from kids in the audience. We also continued our

partnership with Cherry Hill Township to offer Pop-Up Story Times in the Park, inviting attendees to enjoy stories and songs at various parks throughout Cherry Hill.



Tweens and teens also got in on the fun with craft and sewing workshops, movie and gaming nights, and learning easy recipes to make at home.

No summer would be complete without our end-of-season celebration in Friendship Grove. With moon bounces, an inflatable obstacle course, food trucks and more. This year's Backyard Bash was the most successful in its history, drawing over 4,000 people to CHPL.

### Top Five YS Programs in 2017

- Backyard Bash – 4,335 attendees
- Trucks! Trucks! Trucks! – 2,200 attendees
- Trick-or-Treat at the Library – 389 attendees
- Mess Fest – 300 attendees
- Super Hero Obstacle Course (Comic Con) – 197 attendees

Youth Services Program Statistics	
Kids' programs (up to grade 5)	478
Attendees	23,717
Teen programs (grades 6-12)	105
Attendees	2,555
School Visits	36
Students	2,863
Outreach Events	21
People Reached	2,434
Summer Reading Participants (ages 0-18)	1,253
Total Books Read	7,686
Reference Questions Answered	18,535

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## Technical Services Department

### New Orders - Cataloging Stats

- Print Books – 7,806
- Ebooks – 1,893
- Music CDs – 829
- AudioSpoken CDs – 519
- DVDs – 1,138
- Print Serial – 177
- Electronic Serial – 63
- Databases – 13

Donated items added to collection – over 1,100

## IT and Emerging Technologies

### Library Computer Usage:

#### Public PC Usage:

- CHPL has 87 computers for public use
- 58,865 individual sessions

#### WiFi Usage:

- 58,256 WiFi sessions
- 17,610 unique clients, with an average of 165 patrons using our WiFi daily

#### Computer Classes and Technology Topics:

In 2017, CHPL offered 132 computer and technology classes, with 1,562 patrons attending. We offer 53 unique classes, including 10 new classes, such as Intro to Ancestry.com, Mastering Your iPhone, Intro to Rosetta Stone, and more.

#### Maker Playground

In July, the Cherry Hill Public Library unveiled a dedicated Maker Playground space, with open hours, for patrons of all ages to visit, explore, invent and learn. Make culture encourages the use of technology, crafting, science, engineering, mathematics, artistic and creative expression. CHPL's Maker Playground extends the library's vision and outreach and offers innovative technologies to the community.

Inside CHPL's Maker Playground, visitors can tinker with a variety of maker equipment including a 3D Printer, SnapCircuits, Makey Makey, Arduino, a Silhouette Vinyl and Paper Cutter and so much more. In addition to our annual Makers Day (in March) we're adding more Maker-focused events to our line-up of programs.



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#### Volunteer Services

The Cherry Hill Public Library values its volunteers as they contribute their time and talent to library departments and overall patron experience.

#### In-House Fundraising Events

- Chocolate Bake-Off Competition and Tasting, Feb. 25, 2017 - \$908
- Gently Used Jewelry & Accessory Fundraiser Sale, May 6, 2017 - \$714
- Murder Mystery Fundraiser Event, Oct. 27, 2017 - \$824
- Gently Used Jewelry & Accessory Fundraiser Sale, Dec. 2, 2017 - \$1,845



**Total Raised (2017) - \$4,291**

<b>Number of Volunteers</b>	
Adult Library Volunteers	95
Teen Ambassadors	9
Summer Youth Services	44
<b>TOTAL NUMBER OF VOLUNTEERS:</b>	<b>148</b>

<b>Number of Volunteer Hours</b>	
General Library Volunteers	3,077.5
Teen Ambassadors	80.75
Book Sale & Book Sorting	2,050
Summer Youth Services	1,251.75
Friends Gift Shop (Closed on January 2017)	122
<b>TOTAL VOLUNTEER HOURS</b>	<b>6,582</b>

The Independent Sector's Value of Volunteer Time on average is \$24.14 per hour.  
[https://www.independentsector.org/volunteer\\_time](https://www.independentsector.org/volunteer_time)

**6,582 hours multiplied by \$24.14 = \$158,889.48 (consider as potential savings)**