

Cherry Hill Public Library 2016 Annual Report

Director's Message

Your Cherry Hill Public Library had a fabulous year serving the community of Cherry Hill in 2016. In every measurement, we support our mission of a commitment to materials, services, access to innovative technologies and a wide-range of programs.

Librarians and staff are coaches, mentors, facilitators, and teachers as the library role has changed to meet new needs and show our value. Just walk in the library, and you may see families reading with children, teens writing code at a 24 hour hackathon, students meeting for classroom group projects, job seekers working on resumes in Reference by Appointment, entrepreneurs using Wi-Fi in our co-working spaces, immigrants in our English as a Second Language (ESL) classes, retirees using new online tools, authors writing books, and more.

This annual report is a snapshot of one year of how we spent our time and budget to improve the lives of Cherry Hill residents by both broadening and enhancing our collections, services and programs to all ages. We continue to address the fast pace of changes in Cherry Hill and society, diverse population, and technology.

More partnerships and outreach were built with the Cherry Hill Recreation Department to offer Pop Up Story Times in the Parks, Book It 5K, and three Little Free Libraries. We used our New Jersey Council for the Humanities grant to present programs on *Mad Max - Getting in on the Action: The evolving role of women in popular culture*.

A few of the many partners from 2016:

- Garden State Discovery Museum
- 501st NER Star Wars Costumers
- Camden County COAD
- Cherry Hill African American Civic Association - Black History Month Poster Contest
- Talking Book and Braille Center – LEAP training
- Literacy Volunteers of Camden County - English as a Second Language group
- NJ Dept of Taxation – Pensions and Benefits seminars

We thank our Board of Trustees, Mayor's Office, Friends of the Library and Volunteers who work with staff to bring you the best public library we can be. Feedback and evaluations from the community show they are extremely satisfied with customer service, access to materials and creative programming we offer.

See you at the Library!
Laverne Mann, Director

2016 At-A-Glance	
Attendance in Library	590,000
Card holders	29,450
Circulation	394,936 – over 1,000 items per day
PC Usages	60,425
Wifi	58,732
Adult Programs and Classes Offered	342
Reference and YS Questions Answered	53,505

2016 Event Highlights

- Black History Poster Contest with the Cherry Hill African American Civic Association (CHAACA)
- New Jersey Makers Day (March)
- **Cosplay Day (May)**
- Sports Memorabilia and Appraisals (May)
- **Hunters Heroes Book Donation – Thank a Firefighter Event (July)**
- Book It 5K with Cherry Hill Recreation (September)
- Murder Mystery Event (October)
- Cherry Hill Entertainment with Sinatra Tribute Performance (November)
- Dustin Pari – The Paranormal Rockstar (November)
- Star Wars Character Day (December)



Fundraising, Grants & Gifts

- \$500 – GenerationOn Grant to facilitate two service projects hosted by teens CHPL
- \$500 – Summer Reading Sponsorship from Republic Bank
- \$500 fundraisers – Dining for Dollars
- \$470 – Crowd-Funding for Museum Passes

Support from our Friends

In 2016, the Friends of the Cherry Hill Public Library donated \$36,714 in the form of items and programming not afforded by CHPL's budget.

Friends Donations Included:

- Updated Security Cameras
- Adult Summer Reading Program
- Children and Teen Summer Reading Programs
- Museum Passes
- American Girl Dolls

Reference & Adult Services Department

Reference & Adult Services: By the Numbers			
	2015	2016	% change
Programs	142	153	+7.7%
Program Attendance	1598	1,701	+6.4%
Outreach Attendance	769	1,626	+111.4%
Professional Development for Staff ¹	21	75	+257%
Desk Reference Questions	35,597	34,998	-1.6%

Programs & Services

The Reference & Adult Services Department continued providing excellent informational assistance to our patrons every day while also expanding the variety and number of adult programs and services that we offer. In 2016, we met with 80 patrons for one-on-one sessions through Reference by Appointment, covering topics like getting acquainted with a new device and job searching strategies; 33 patrons came to our department for exam proctoring.

In March, CHPL launched hoopla digital, an app where patrons can remotely access eBooks, audiobooks, comics, music, and movies. Hoopla is “simultaneous streaming,” meaning there are no wait-lists and every item can be instantly enjoyed. We are excited to provide this service as a complement to our existing library collection, as well as to our OverDrive and Zinio downloadable media collections. Patrons continue to discover hoopla: as of 12/31/16, there were 1,260 registered users and 10,250 items had circulated.

2016 Event Highlights

Program	# of Attendees
Hip Hop History (Feb)	29
An Evening with Chuck Wendig (May)	65
Cosplay Day (May)	55
The NJ Blueberry (July)	33
Typhoid Mary (Aug)	75
<i>Lost Girls</i> with author Robert Kolker (Oct)	31

Outreach

As we continue to look for creative ways to connect to our community, we have placed an ever-stronger emphasis on outreach. In 2016, we attended 14 outreach events and met 1,626 people at these events – more than double our outreach attendance numbers from 2015. CHPL’s Outreach Librarian visits all major local events (Harvest Fest, Senior Fest, etc.) as well as targeting groups like the Girl Scouts Leadership Summit, and the Business Builders Breakfast sponsored by the Camden County Chamber of Commerce. In the fall, we



¹ Number of classes, programs, events, workshops, webinars, etc. attended by staff

established a connection with both Chinese Schools in Cherry Hill, visiting them for orientation and sharing information about our resources. As a result, these schools are now active participants in our Chinese New Year celebration to be held at CHPL on Jan. 28, 2017.

Adult Summer Reading

The Adult Summer Reading (ASRP) program was once again highly successful: 383 adults of all ages registered, a 35% increased participation rate over last year. Of the respondents to the post-ASRP survey, 50% said 2016 was the first year they had participated in ASRP. The theme was ***Exercise Your Mind – Read!*** and one of our most successful programs was Tai Chi Chih. This program was held in August with 37 attendees. Due to popular demand, we extended it into the fall with three more sessions, each had 20+ participants.

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.

Due to the persistent popularity of our museum pass program, we added additional passes this year: Battleship New Jersey and the Pennsylvania Academy of the Fine Arts. CHPL launched an Indiegogo crowd-funding campaign to raise money for more museum passes. This initiative helped to raise funds and raise the profile of the library’s museum pass program. Additional passes will be purchased in 2017. Out of this project grew a partnership with the marketing and audiovisual classes at Cherry Hill High School West. The students are currently preparing a promotional video for CHPL to use for future endeavors.

Serving Underserved Populations

In 2016, CHPL established new classes at CHPL through connections with outside groups. We expanded our collaboration with the Literacy Volunteers of Camden County (LVCC) to bring English as a Second Language (ESL) classes to CHPL. Beginning in September, students could register for classes held in six-week sessions; classes are officially scheduled through June 2017.

For those patrons with partial or full vision impairment, we now offer assistive technology classes for all adults aged 55 and over. Through a generous partnership with the Library Equal Access Program (LEAP) (established by a collaboration with the NJ State Library, Advancing Opportunities, and the NJ Commission for the Blind and Visually Impaired), CHPL received iPads, a CCTV magnifier, and assistive technology software and hardware for a number of PCs in the Computer Lab. Adult Services staff received training on the equipment, and patrons began taking classes in September.

Both LEAP and ESL classes will continue indefinitely as interest remains high for these services.



New & Updated in 2016

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:

- **Yearbook Digitization:** Yearbooks from Cherry Hill High School West (1961-2016) and East (1970-2016) were shipped at no cost to CHPL to be digitized by the OCI Yearbook Project. We partnered with the Cherry Hill Public Schools to fill the gaps in our collection and the digital versions of the yearbooks will be available through our website in 2017.
- **Thursday Morning:** CHPL's longest-running program (beginning in 1972) got back to basics and will once again be called **Coffee & Conversation** in 2017. Some highlights from 2016 included *The Music of World War II* with author Dr. Sheldon Winkler in June and *Chinese Tea Culture* in October.
- **Veterans Oral History Project:** This valuable program was revamped with updated promotion, a new flyer, and a connection with Spring Hills Assisted Living in Cherry Hill.
- **Resources for Job Seekers:** Our Job Resource Center was under-used and out of date. In response to the changing needs of our patrons and community, we compiled a comprehensive "Resources for Job Seekers" page on our new website. The page highlights in-house library materials and databases as well as local area resources. Books from the Job Resource Center were re-evaluated for the collection. We also added a Community Job Board in the Reading Room, updated weekly, where patrons can find current local job announcements.

Collection Development

The Reference & Adult Services staff is continually working on ways to best maintain, refresh, expand, and weed the collection in all categories. In 2016 we established a plan to "right-size" the collection – beginning in Adult Nonfiction, we evaluated our materials in light of circulation statistics in each category. The goal is to expand or contract areas of the collection in relative accord with the demand for these topics or genres. Working as a team, the staff counted shelves, compared circulation reports, and then worked to "right-size" the collection as a group to establish a healthier collection that reflects the needs and interests of our community. Our music CD area was reorganized, expanded, and "right-sized" as well. New categories such as Rap/Hip-Hop were added. This team-based collection development approach is an ongoing effort that we will continue through 2017.

As our methods for finding information take us further from printed volumes held exclusively inside the library, the Reference book collection is being weeded on a rolling basis. Titles no longer relevant were removed from the collection or cancelled from our standing order list, while other quality materials were moved to circulating Nonfiction. The Reference collection shelves were condensed, which created space for us to move the Foreign Language books to a more prominent and visible location inside the Reading Room.

In 2016, the staff continued to improve the look of our shelves and the Reading Room in particular through vibrant displays and new signage for the Staff Picks, Rapid Reads, and Music CDs. For the second half of the year, we designated one large bookshelf for an ongoing "We Need Diverse Books" display: children's and adult books by authors of color and LGBT writers were featured as part of a national movement to expand literary offerings to the public.

Professional Development

Staff members in our department continue to raise the profile of CHPL as a premier library in New Jersey and beyond through their leadership and involvement in NJLA, ALA, and other organizations. The staff's participation in ongoing professional training through webinars, classes, workshops, etc. dramatically increased. We more than tripled the amount of sessions attended in 2015.

In conclusion, the Reference & Adult Services Department is a vibrant, creative team of professionals committed to serving the Cherry Hill community through quality programs, services, and a robust collection. We are active and passionate about the wider goals of librarianship and look forward to a bright future as part of the CHPL team.

Circulation Department

In 2016 the Circulation Department provided excellent customer service to **29,450** patrons and processed **348,088** library materials. We welcomed **4,381** new members to our library. The Circulation department checks materials in and out, shelves all returned items, manages hold requests, handles issues with 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 2016, the ILL team loaned a total of **2,753** materials (26% increase from 2015) and borrowed a total of **581** materials (4% increase from 2015) from other libraries around the country.

Haddonfield Members

During the temporary closure of the Haddonfield public library, April 2015 to August 2016, CHPL welcomed **617** Haddonfield members. All free temporary Haddonfield cards expired Aug. 31, 2016.

Changes in 2016

- Purchase of two DVD cabinets to store discs securely and reduce clutter behind circulation desk.
- Changed the DVD lending policy to allow for holds on DVDs and extended lending from 5 days to 7 days.
- Food for Fines event in July, forgave \$301 in fines and collected three bins for the Food Bank of South Jersey.
- All magazines available for check out now circulate for three weeks instead of one week.

Programs

- **Lunch and a Movie** - 11 movies; 433 attendees
 - **Must Watch Documentaries** - 12 documentaries; 277 attendees
 - **Oscar Series** – For three days in August we showed six of this year's Oscar nominated movies; 150 total attendees
 - **Teen Rotten Tomato Movie Club** - Once a month (Oct-Dec) we showed older movies for teens; five attendees
 - **Holiday Film Festival** - For three days in December showed a holiday movie; 52 total attendees
-

Youth Services Department

New Programs & Services

Author Visit: Wendy Mass

New York Times bestselling author of *The Willow Falls* and *Twice Upon a Time* series, Wendy Mass, joined us for a night of fun where she discussed her work and the process of her writing. She then took the time to meet and greet her fans and to do an author signing. 156 students, parents and educators came out for this great event!

Interactive Discovery Wall

Graciously sponsored by *The Friends of the Cherry Hill Public Library*, our newly installed Interactive Discovery Wall is packed with activities and sensory items and is especially designed for our littlest visitors to learn through discovery and play.

ePrep

An online service for High School students offering online video based SAT, ACT, and PSAT test-preparation courses available 24/7, anytime and anywhere.



Miss Humblebee's Academy

This new interactive online learning program provides hundreds of lessons developed to prepare children ages three to six for success in Kindergarten and beyond! Children complete fun activities based on standards from the U.S. Department of Education, Head Start, and more, that introduce key concepts in math, science and social studies, language and literacy, art, and music. Available on tablets at home or on the go, making learning possible and fun!

Pop-Up Story Time in the Park

This summer, the Youth Services Children's Librarians teamed up with the Cherry Hill Recreation Department to bring story time out into the community. Five parks were visited including, Ashland, Barclay Farmstead, Cherry Valley, Erlton, and Old Orchard. Story times averaged 60-70 people in attendance.



Jr. Chef – 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.

2016 Summer Reading Program

On Your Mark, Get Set, Read offered a wide-variety of programming opportunities to keep young minds and bodies active. New in 2016, the Youth Services added a summer program option for early literacy (Children ages 0-4) for parents to complete activities to get in on the fun.

Philadelphia’s competitive Double-Dutch team, The Philly Jumping Jems, and the American Swedish Museum presented programs highlighting movement and sports. The Philadelphia improv group, Story Up, returned to present an interactive storytelling show based on ideas from kids in the audience.

Tweens and teens also got in on the fun by playing laser tag, participating in the Library Olympics and learning easy recipes to make at home.

No summer would be complete without out end-of-season celebration in Friendship Grove. With moon bounces, an inflatable obstacle course, food trucks and more, this year’s Backyard Bash drew 1,500 people to CHPL.

Youth Services Program Statistics	
Kids’ programs (up to grade 5)	412
Attendees	13, 653
Teen programs (grades 6-12)	114
Attendees	1,572
Including:	
School Visits	34
Students	2,389
Summer Reading Participants (ages 0-18)	1,255
Total Books Read	12,220

Technical Services Department

New Orders - Cataloging Stats

- Print Books – 7738
- Ebooks – 401
- Music CDs – 651 (increase for new genre in collection)
- AudioSpoken CDs –473
- DVDs – 822
- Print Serial – 192
- Electronic Serial – 37
- Databases – 14

*Donated items added to collection – 1,133

New Acquisitions:

- RealPads
 - Hoopla - currently 1,288 patrons registered
-

IT and Emerging Technologies

Library Computer Usage:

Public PC Usage:

- CHPL has 88 computers for public use
- 60,425 individual sessions

WiFi Usage:

- 49,920 WiFi sessions
- 27,181 unique clients, with an average of 156 patrons using our WiFi daily

Computer Classes and Technology Topics:

In 2016, CHPL offered 121 computer and technology classes, with 1,270 patrons attending.

The lab hosted a total of 61 rotating classes, including 10 new classes and technology topics:

- Learn Hoopla
- Raspberry Pi and You
- Mobile Privacy
- Getting Started on Rosetta Stone
- Social Media and The News
- Computer Anatomy for Non-Techies
- Introduction to Python
- Library Services: Stream Movies and eBooks
- Digital Privacy
- Building Websites 101

New Website

In November 2016, CHPL launched a new website. The updated layout and design gives patrons easier access to the information they are looking for. The new site is also mobile friendly, as more and more people are access the internet from mobile phones and tablets.

Volunteer Services

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

Teen Ambassadors

In fall 2016, CHPL announced a new teen volunteer group called Teen Ambassadors. CHPL Teen Ambassadors are a group of dedicated, responsible, and service-oriented teens who aspire to have a positive impact at the Cherry Hill Public Library through fundraising, mentoring and leadership. The Teen Ambassadors will help plan and execute fundraising events for the Library, volunteer at a number of different library events, be an advocate for the Library in your schools and communities and more.

Events

- Sweet Treats Sales (at March and July Book Sales) – \$200 raised
- Volunteer Appreciation Presentation (May) – 80 volunteers in attendance,
- Volunteer Fair (October) - Another success with nearly 30 local organizations participating in the event and 120 people in attendance.
- Killer Night Out - Murder Mystery Event (October) – Event sold out, 96 attendees - \$814 raised
- Gently Used Jewelry and Accessory Sale (April & December) – \$1,158 raised

Number of Volunteers	
Adult Library Volunteers	96
Junior Friends	19
Teen Ambassadors	8
Summer Youth Services	54
TOTAL NUMBER OF VOLUNTEERS:	177

Number of Volunteer Hours	
General Library Volunteers (including the Gift Shop)	6,759
Junior Friends/Teen Ambassadors	112
Book Sale & Book Sorting	1,881
Summer Youth Services	1,289
TOTAL VOLUNTEER HOURS	10,041

The Independent Sector's Value of Volunteer Time on average is \$23.56 per hour.
https://www.independentsector.org/volunteer_time

10,041 hours multiplied by \$23.56 = \$236,565.96 (consider as potential savings)