CHERRY HILL PUBLIC LIBRARY

THE HEART OF TOWN

Annual Report 2021

1100 Kings Highway North
Cherry Hill, NJ 08034

www.chplnj.org
856-667-0300

TABLE OF CONTENTS

Year in Review 3

Director's Report 4

Reference & Adult Services 5

Youth Services 5

Circulation 6

Technical Services 6

Maintenance 6

Volunteers & Fundraising 6

2021: Year in Review

Library Card Holders
23,598

Library Materials Circulated
285,241 (+26%)

Library Visitors
100,971 (+14%)

Electronic Materials
61,181

Reference & Youth Services Questions Answered
28,951

Kid Programs
169

Teen Programs
96

Adult Programs (Virtual & In-Person)
512

Tech Classes Provided
22 classes with 155 attendees
**resumed in-person classes in September*

Website visits
304,888 (+12%)

4,944 followers

2,962 followers on Main IG
914 followers on Teens IG

816 followers on Teen TikTok
166 followers on CHPL TikTok

1,793 followers

134 followers

Tails & Tales

Summer Reading Participation

Adults Participated: 393
Books for Adults Logged: 2,541

Children & Teens Participated: 798
Books for Children & Teens Logged: 11,441

CHERRY HILL PUBLIC LIBRARY
THE HEART OF TOWN

Director's Message

The public library is where place and possibility meet.
—Stuart Dybek

Welcome to the 2021 Cherry Hill Public Library Annual Report! 2021 continued to be challenging for library services, but CHPL pivoted to virtual, hybrid and outdoor in-person programs. We provided more digital resources to the Cherry Hill community.

Highlights:

- Grants received: Google Grants, CARES Act, ARPA, and Ready for Anything and NJCH for One Book
- One Book One Cherry Hill community read and programming: Sept- Nov 2021: *The Vanishing Half* by Brit Bennett
- Cherry Hill Men Read spotlights
- New CHPL website for 2022 launch

CHPL Mission Statement:
Create Community
Honor Equity
People Focused
Lifelong Learning

Support from our Friends of the Cherry Hill Public Library
In 2021, for items and programs not afforded by CHPL's budget = $19,982

Fundraising, Gifts, Grants:
Library fundraisers $25,413.62
Individual Gifts and Patron Donations:
Donation checks-$11,521.00, Donations Cash-$419.66, and Grants- $9000

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
Kathy Judge • Dr. Joseph Meloche
Kavita Gupta • Michele Golkow • Rhonda Shevrin

Friends of the Library:
President James Gibson | Vice President Marlyn Kalitan

See you at the library!

Laverne Mann

Laverne Mann, Director

Reference & Adult Services Report:

Most Popular In-Person Events

Meet the Author: Elie Honig - 200 attendees
X-Troop: The Secret Jewish Commandos of WW2 (partnership with JCC) - 110 (hybrid attendance)
Meet the Author: Sasha Issenberg - 100 attendees
Jasmine Riel Sings - 74 (hybrid attendance)
Pooch Parade (tie-in with Pet Expo) - 50 attendees

CHPL Power User
& NYT Bestseller Pam Jenoff

Most Popular Virtual Events

Cherry Hill: A Childhood Reimagined - 58 attendees
Philadelphia's Ballparks - 44 attendees
Faith Ringgold & The Fabric Workshop Museum - 42 attendees
Meet the Author: Pam Jenoff - 36 attendees
Misconceptions of the Trans Experience - 33 attendees

Other Significant Stats:

Study Room Reservations (resumed June): 480
Seed Library: 504 plants offered including flowers; 332 requests filled; 4,300 seed packets distributed
Added 239 eBooks and Audiobooks

Provided One Book, One Cherry Hill programming featuring *The Vanishing Half* by Brit Bennett
This was the #1 circulating book for adults in 2021

ESOL classes met nine times weekly with an average of 50-70 learners.

Youth Services Report:

Most Popular In-Person Events

Trick-or-Treat in the Library's Backyard - 227 attendees
Animal Habitat Scavenger Hunt - 171 participants
Tails and Tales with Live Animals - 170 attendees
Tie Dye Open Hours - 150 attendees

Most Popular Virtual Events

New Year's Eve Party with Miss Jolie - 48 attendees
Family Fort Night - 46 attendees
Kitchen Explorers: Mug Cakes - 30 attendees
Baby-sitters Club Book Club - 16 attendees

Other Significant Stats:

Community Resource Kiosk
Start of the Diversity Audit
Brochures for Alternative Reads to Problematic Classics
More for Teens: Monthly Newsletter, TikTok, D&D, Book Club,
New Book Clubs: Babysitter's Club Book Club & Social Justice Book Club
New programs: Dungeons & Dragons for Kids & Toddler Show & Share

Circulation Report:

Circulation Staff contacted 430 patrons who had items that were assumed lost.
Out of 1,345 assumed lost items 737 items were paid for or returned.
A total of $13,292.62 worth of library materials have been paid for or have returned to circulation.

Fulfilled 6,771 Contactless Pickups

September's Library Card Sign-up Month:
170 new adult cards were made
47 new juvenile cards were made
457 adults cards were renewed
71 juvenile cards were renewed

Technical Services Report

Our vendor Baker & Taylor (B&T) offers a Sustainable Shelves program. Donated books and withdrawn books were purchased back or recycled by B&T. Current credit = over $7,000.00

Vinyl records have been added to our music collection (25)

1,282 donated items were added to our collections

Maintenance Report

Veterans Wall of Honor was completed

Installed Story Walk in Friendship Grove

Installed bricks in Friendship Grove

Installed shelving units in back storage area

Installed three standing desks in Reference

Painted crosswalks on resurfaced parking lot

Replaced faulty emergency lights in building

Replaced faulty smoke detectors in building

Resolved two massive sewer clogs

Repaired all table lamps in Reference

Installed touchless paper towel, soap, and hand sanitizer dispensers throughout building

Volunteers & Fundraising

Total number of volunteers = 35
Most hours logged are in the Book Room, ESOL, and Welcome Desk

10 fundraisers were held in person and virtually in 2021 raising $7,730

The Gently Used Jewelry & Accessory Sale raised $4498 total
(Spring and Fall combined)