

Hillsdale Free Public Library

Annual Report

2003



Submitted by

David J. Franz
Library Director

With assistance from
Laura Leonard
Librarian
and
Cindy Greenwald
Children's Librarian

Final March 2004

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Executive Summary:

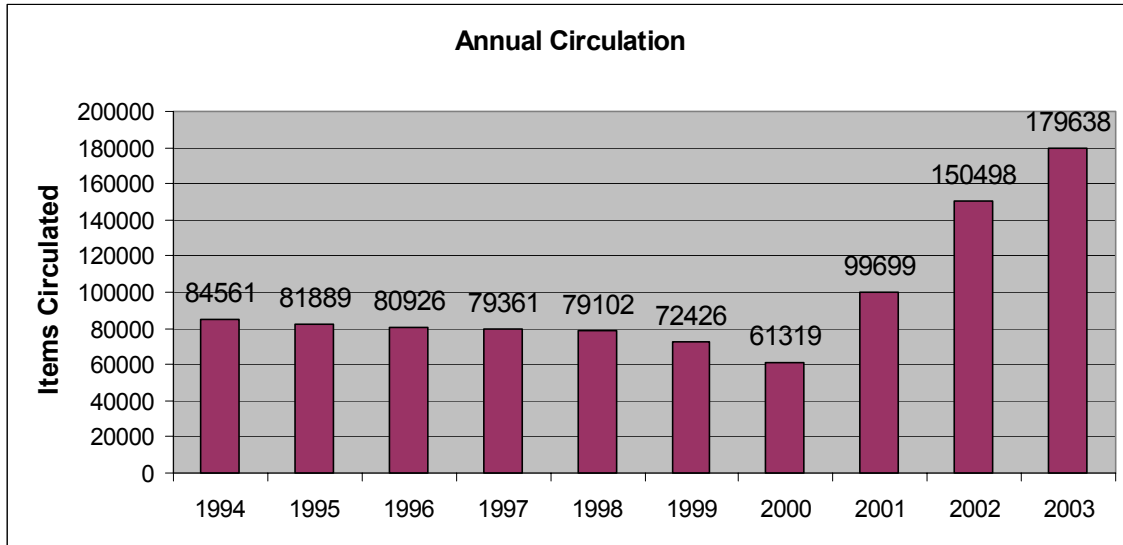
The library experienced a dramatic increase in usage in the past two years. Despite the ongoing renovation which began in March, the library patrons made more visits and borrowed more items than at any point in the library’s history. From 2002 to 2003, Productivity in terms of circulation rose by 20%, electronic loans rose by 37%, and reciprocal borrowing 25%. This was achieved while the number of full-time equivalent staff remained flat.

Other libraries are borrowing more items from ours and that reflects an improving collection. The collection aging report demonstrates that we have far to go in updating our adult non-fiction and reference collections. 2003 was a highly productive year.

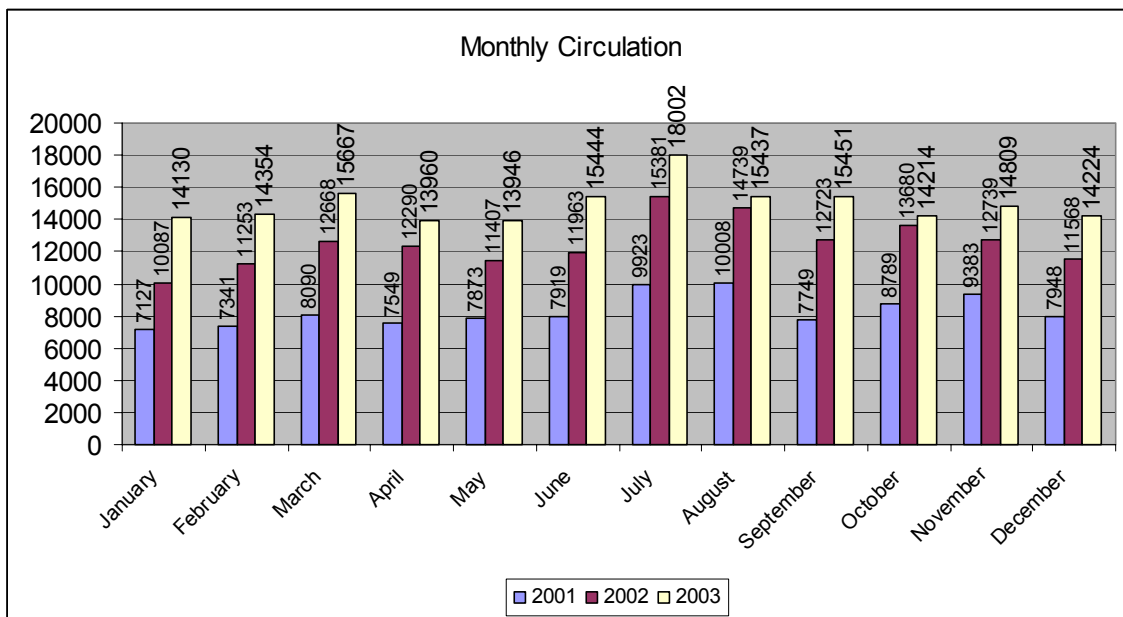
I. CIRCULATION STATISTICS

The computer registers a circulation every time an item is charged to a patron. Renewals also register as circulations. Approximately 10-12% of the circulation reported is a result of renewals. The following circulation reflects the number of Hillsdale items charged out to either Hillsdale borrowers or to borrowers from other libraries.

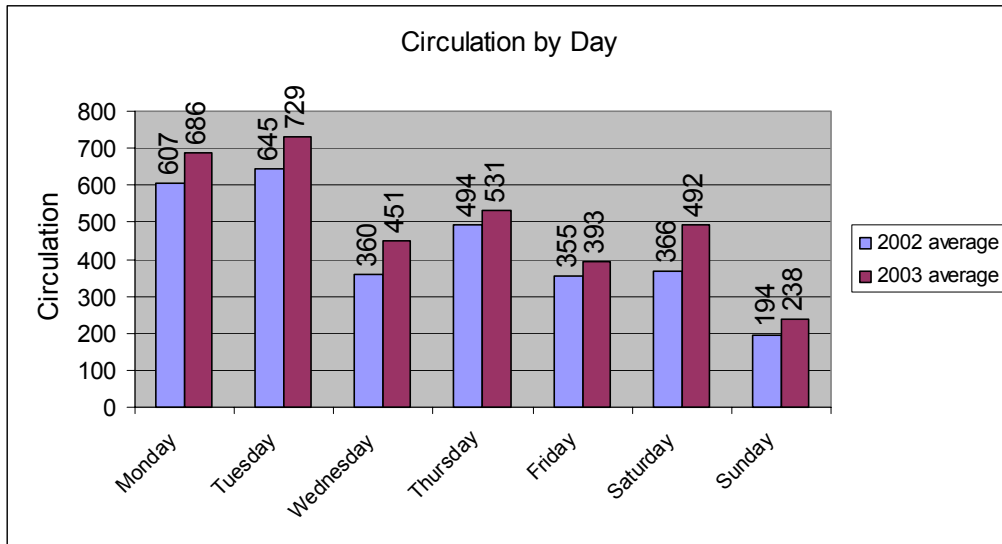
Annual circulation totals 1994 – 2003.



Overall circulation by month 2001-2003.

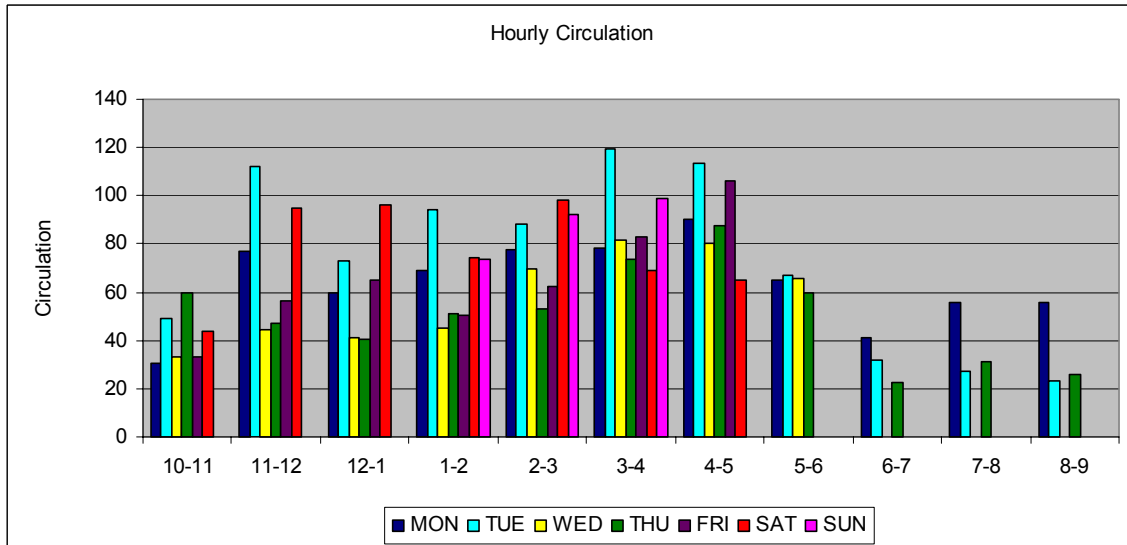


Daily circulation averages by day 2002 - 2003.

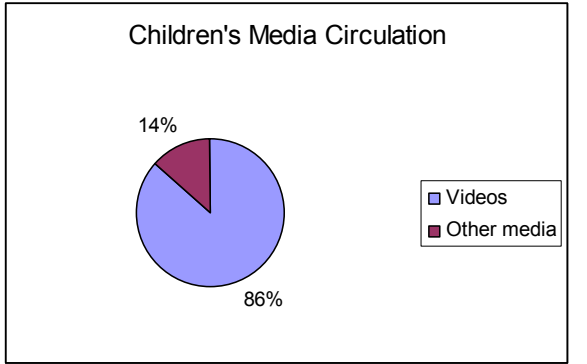
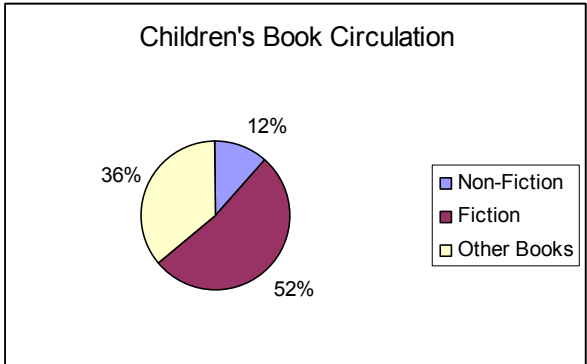
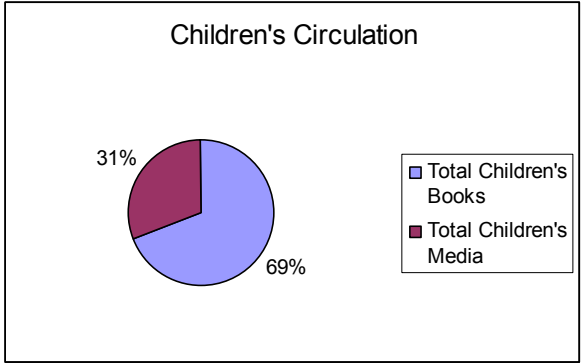
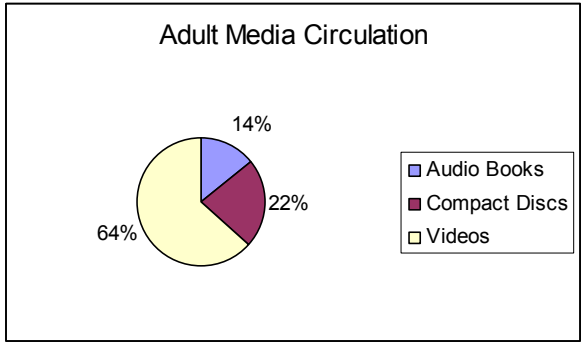
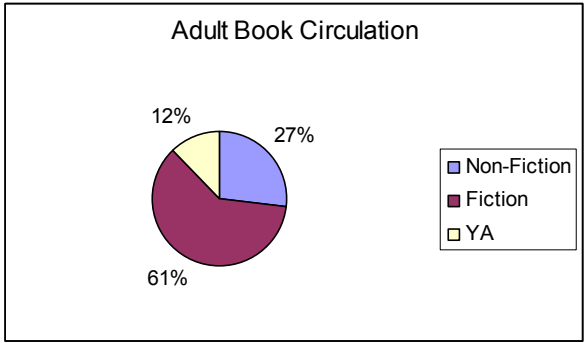
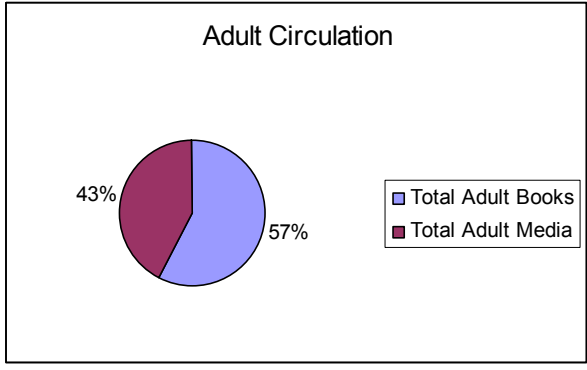
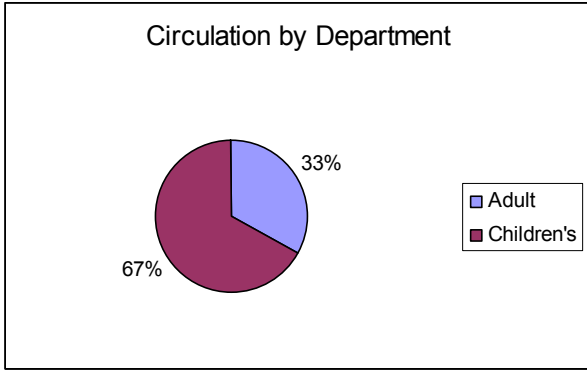


Hourly Circulation by day 2003.

HOUR	MON	TUE	WED	THU	FRI	SAT	SUN
10-11	30	49	33	60	33	44	
11-12	77	112	45	47	57	95	
12-1	60	73	41	40	65	96	
1-2	69	94	45	51	50	74	74
2-3	78	88	70	53	62	98	92
3-4	78	119	82	73	83	69	99
4-5	90	113	81	87	106	65	
5-6	65	67	66	60			
6-7	41	32		22			
7-8	56	27		32			
8-9	56	23		26			



Circulation by departments and material types 2003.

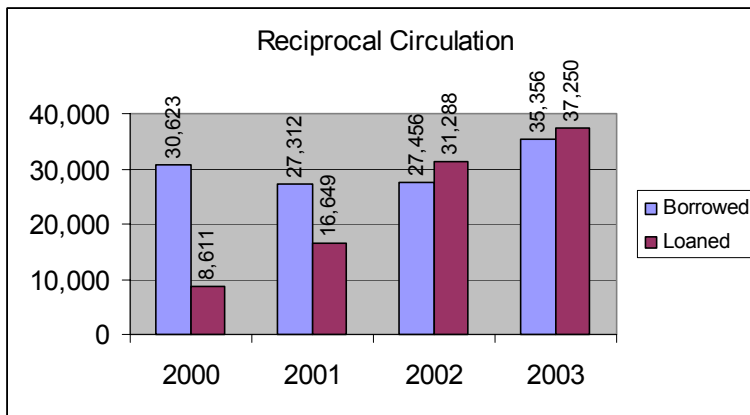


RECIPROCAL BORROWING

The Hillsdale Free Public Library participates in the Bergen County Cooperative Library System (BCCLS). Members of Hillsdale Library may borrow directly from other BCCLS Libraries or they may choose to borrow via electronic loan request. Reciprocal borrowing statistics refer to Hillsdale items lent to other BCCLS libraries and items borrowed from other BCCLS libraries.

The dramatic increase in items loaned to patrons of other libraries is an indicator of improved library collection.

Reciprocal Circulation 2000 – 2003.

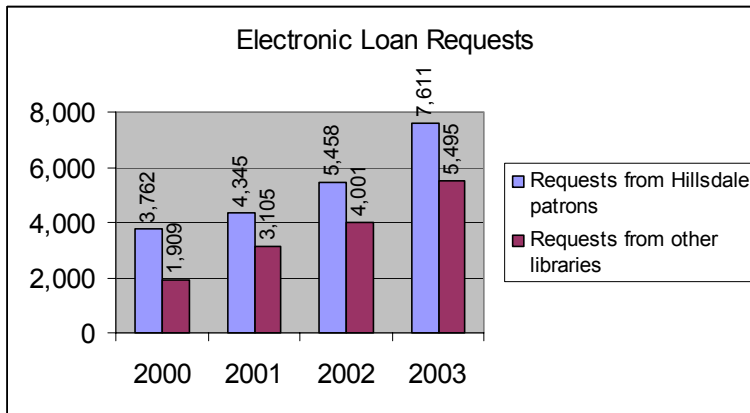


	Borrowed		Loaned	
2000	30,623		8,611	
2001	27,312	-11%	16,649	93%
2002	27,456	1%	31,288	88%
2003	35,356	29%	37,250	19%

Reciprocal Borrowing: Source http://www.bccls.org/buckles/statistics/Recip_Annual_97-02.shtml

ELECTRONIC LOANS

Electronic Loans are a subset of reciprocal circulation. Instead of library users doing the work, library staff devote much more time to handling these tasks. Every loan request initiated by a Hillsdale patron is processed by a staff member who determines if Hillsdale owns the item or if a request must be forwarded via e-mail to another BCCLS library. Requests from other libraries are received via e-mail. These items are pulled from the shelves, checked out to the patron, and packaged for delivery.



	Requests from Hillsdale patrons		Requests from other libraries	
2000	3,762		1,909	
2001	4,345	15%	3,105	63%
2002	5,458	26%	4,001	29%
2003	7,611	39%	5,495	37%

Electronic Loans: Source http://www.bccls.org/buckles/statistics/ELoans_99-03.xls

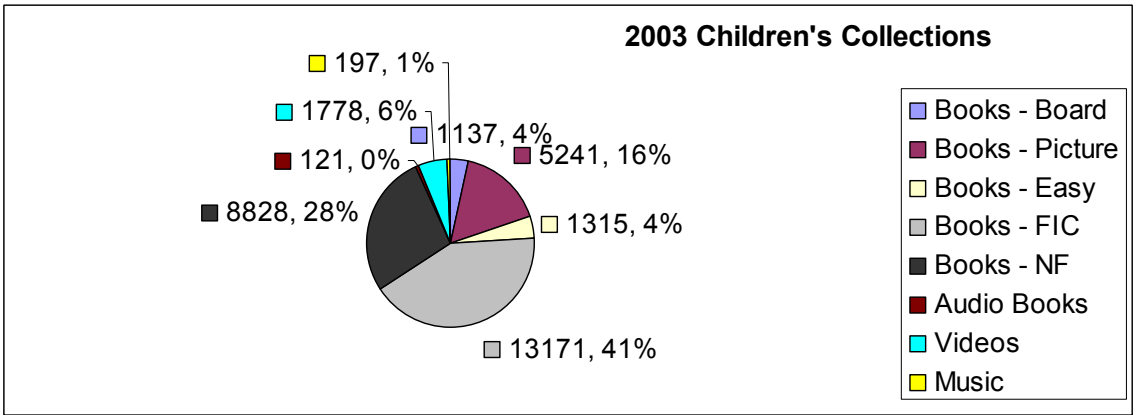
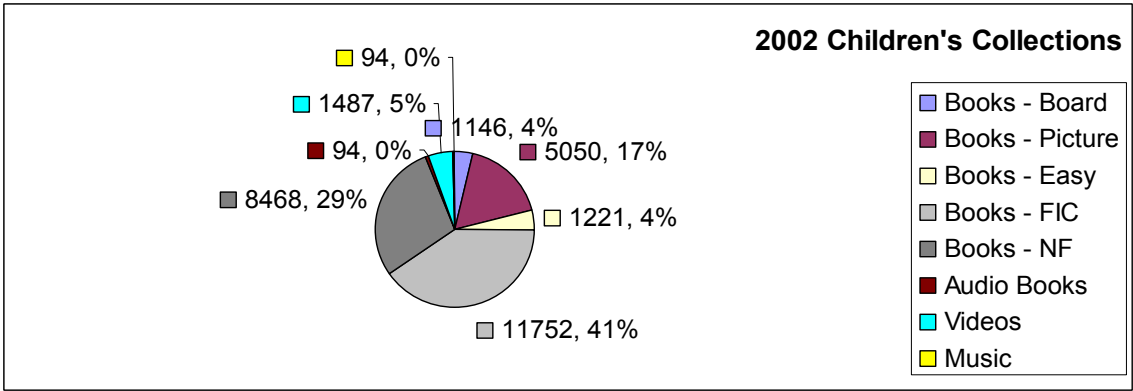
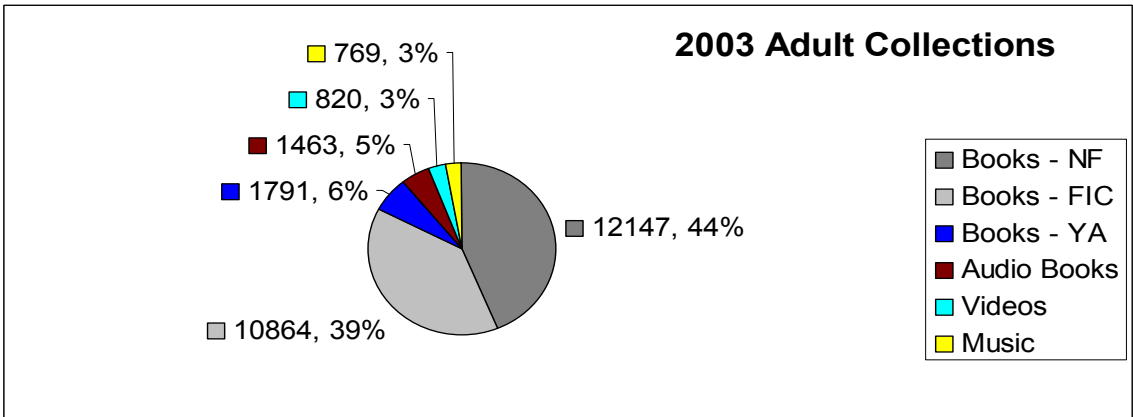
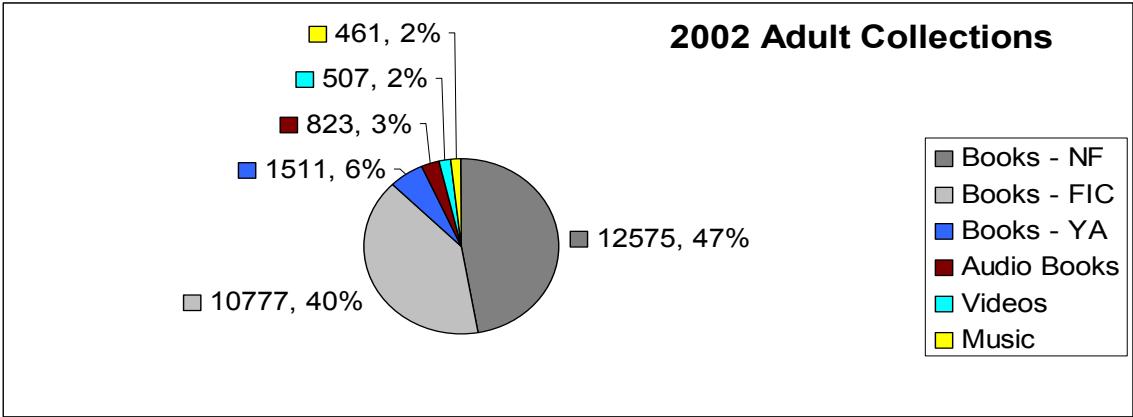
Section II. Collections

Materials are constantly added and withdrawn from the library. The library expended \$74,800 on materials in 2003. A small percentage of the collection is acquired by donation.

The library collections can be divided into many subcategories. For the purposes of this report only general categories are presented. Miscellaneous items and periodicals are excluded from the collection counts and pie charts. Young Adult books combine both fiction and non-fiction titles. Young Adult audio books are reported under adult audio visual materials.

Media represents 11% of the adult collection and accounts for 43% of adult circulation. Media represents 7% of the children's collection and accounts for 31% of children's circulation.

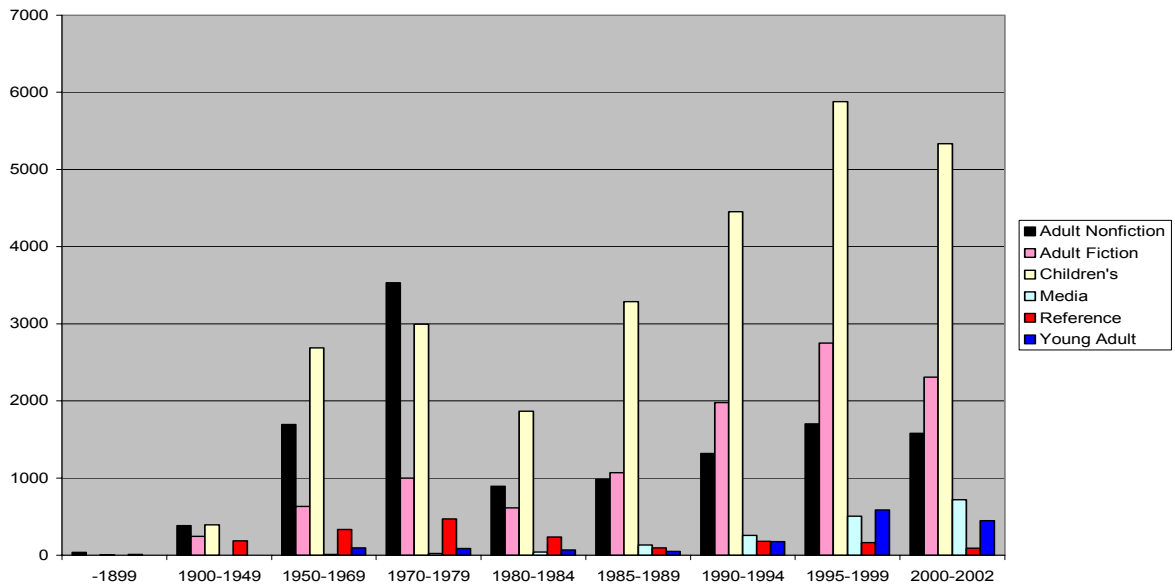
	2002 TOTALS	2003 ADDITIONS	2003 WITHDRAWLS	2003 TOTALS
ADULT COLLECTIONS				
Total Books - NF	12575	689	1117	12147
Total Books - FIC	10777	940	853	10864
Total Reference	1823	166	203	1786
Total Young Adult	1511	424	144	1791
Total Audio Visual	1817	814	77	2554
CHILDRENS COLLECTIONS				
Total Books	28006	3273	1290	29989
Total Audio / Visual	1675	493	72	2096
Total Children's	29958	3800	1385	32373
PERIODICALS				
Total Periodicals	6433	1919	3478	4874
Total Items	64894	8752	7257	66389
Total Items Less Periodicals	58461	6833	3779	61515



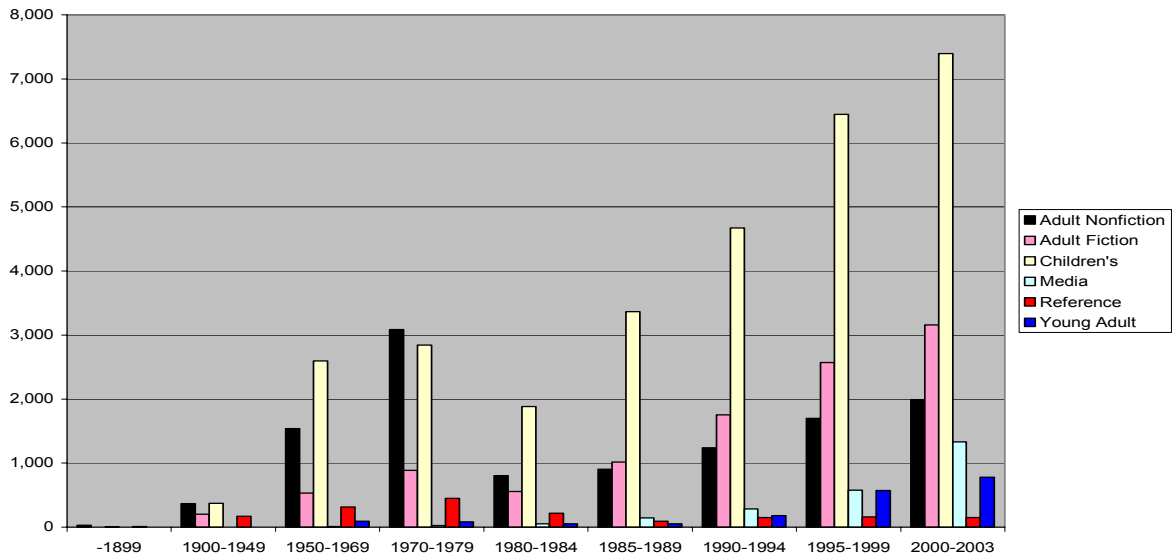
COLLECTION AGE

Age of the collection is based upon the publication date of the items in the collection. Much of the children's collection is new owing to a large portion being replaced after the flooding in September of 1999 (Floyd). The adult non-fiction collection is still lagging, though much weeding of the old collection has reduced the number of outdated and unuseful materials. See the column for the 1970s.

Collection Age 2002



Collection Age 2003



SECTION III. HOURS OF SERVICE

The library was open 2,895 hours and 341 days in 2003.

The library was open 2,836 hours and 343 days in 2002.

MANPOWER

Manpower is measured in full time equivalents (FTE). A full-time work week is 35 hours. There are four (4) full-time staff members. The remaining part-time employees, including pages comprise an additional 4.1 FTE. The overall manpower is 8 FTE.

A part-time Reference Librarian was hired in the fall of 2003. Other than this addition, man hours remained flat while measures of productivity increased. Circulation increased by 19%. Electronic loan requests from Hillsdale patrons increased by 39%. Electronic loan requests from other libraries increased by 37%.

Part-time employee hours in 2003:

Page Hours	748.00
Library Assistant Hours	6,586.50
Reference Librarian Hours	42.00
Total P-T Hours	7,376.50

FTE=35 hours x 52 weeks 1,820.00
 PT FTE = 4.05

Part-time employee hours in 2002:

Page Hours*	276.00
Library Assistant Hours	7,107.75
Reference Librarian Hours	0.00
Total P-T Hours	7,383.75

FTE=35 hours x 52 weeks 1,820.00
 PT FTE = 4.06

*2 pages promoted to lib. asst.

VOLUNTEERS

The largest number of volunteer hours are contributed by the members of the Pascack Valley Literacy Volunteers. Adults assist other adults in learning English as a Second Language (ESL). Annual statistics for this program are tabulated in the spring. In 2002, 32 volunteers spent 2,922 hours at the Hillsdale Library tutoring 47 other adults. The 2003 hours would be similar. Doris Streich is responsible for coordinating all of the tutors and students. She alone volunteers at the library between 8 and 20 hours weekly.

Jeffrey Fong organized volunteers to clean the adult non-fiction shelving. Over 100 volunteer hours.

Several teens and one adult have been volunteering on a regular basis. Their duties include straightening the shelves, clipping articles for the local history files, bundling newspapers, and other odd jobs.

V. PATRON REGISTRATION

613 people received Hillsdale Library cards in 2003. Of the 6,060 currently registered users 2,691 used their library card at least once in 2003. That represents 27% of the population of the Borough. This percentage is not exact because families may use only one card to borrow materials for several family members.

2003 Patron Registration

	1999	2000	2001	2002	2003
New Registrations	439	381	526	654	613
Total Registered Cards			6579	6576	6060
Percentage of Population			65%	65%	60%

2003 Patron Library Card Usage.

Last year in which card was used.	No Use	1987-1994	1995-1999	2000	2001	2002	2003	Last 3 Years
Individual cards used	265	92	575	321	454	885	2,691	4,030

V. PROGRAMS

Due to the difficulty of running programs while under renovation very few programs were planned for 2003. Story times were not scheduled for the spring, but did resume in a limited fashion in the fall. The “Under Construction” summer reading programs were the most successful ever in terms of participation. Instead of a summer story time for non-readers, Cindy initiated a “read to me” summer reading program that encouraged parents to read to their children.

- 400 Children signed up for the summer reading program. 250 completed the program.
- 150 children and over 100 parents attended a magic show with Richard the Magician.
- Over 200 people visited the annual petting zoo held at Beechwood Park.
- 31 teens registered for the Young Adult summer reading program. 24 completed it. Combined participants read over 5,000 pages.
- 14 teens participated in the summer Talk It Up program.
- Cindy Greenwald provided library tours for the first grade classes from Saint John’s Academy.
- Over 200 people attended the beam signing ceremony to kick-off the construction project.
- Over 100 children added their artistic statements to our “Kids Art Wall.”

The Hillsdale Book Club continued meeting on the second Monday of each month at the library. This group has met continually for over 20 years. A second adult book group

was started during the summer and meets monthly on the third Thursday evening. A teen book club will begin meeting monthly in 2004.

For the first time the library participated in Hillsdale's Day in the Park. Literature was distributed. New patrons received library cards. And a teen volunteer attracted much attention in a Peter Rabbit costume.

SECTION VI. OTHER ACHIEVEMENTS

- Published 6 newsletters.
- Received 2 New Jersey Library Association awards. Best newsletter and best service brochure.
- Designed 2 new book bags.
- Redesigned the library card and matching keychain tag.
- Redesigned the main website and young adult website.
- Worked with the Director and Board of the Upper Saddle River Library to craft a proposal to provide library services to Woodcliff Lake.

VIII. PROFESSIONAL ACTIVITIES

The professional staff of the library actively participates on committees within the Bergen County Cooperative Library System (BCCLS) and within the New Jersey Library Association.

Laura Leonard serves on BCCLS Youth Services Committee, the 2004 New Jersey Statewide Summer Reading Program Committee, and the Garden State Teen Book Award Committee. Descriptions of her activities are included in an appendix to this report.

David Franz participated on the BCCLS English as a Second Language Committee for the past 3 years. David was elected to serve two years (2004-2005) on the BCCLS Executive Board.

Cindy Greenwald and David Franz made presentations at a BCCLS workshop. "Reach Out: Marketing Secrets Your Library Can Use."

2003 Value Statement - Hillsdale Free Public Library

6060 Registered Hillsdale Patrons (Aproximately 200 are WCL)
10087 2000 Population

60.1% Hillsdale Residents are registered users of the library.
County average is 61%

179638 Number of items circulated by the Hillsdale library
\$15.00 Conservative cost of an average library item

\$2,694,570.00 Total value of items circulated by the Hillsdale library

35356 Number of items borrowed from other BCCLS libraries
37250 Number of items loaned to other BCCLS libraries
-1894 NET number of items borrowed from other BCCLS libraries
\$15.00 Conservative cost of an average library item

(\$28,410.00) Total value of items borrowed from other libraries

\$2,666,160.00 Total value of items used by Hillsdale residents

\$439,874.00 2003 budget commitment toward the library from the Borough

\$2,226,286.00 Total SAVINGS to residents of Hillsdale from the maintenance of a free public library 2003.
This is money that can then be spent patronizing local businesses, or saved in retirement accounts, or saved toward college tuition.

If Hillsdale did not have access to a free library and residents wished to continue purchasing books for their children and their own reading interests, they would have spent **\$2,666,160.00** over the the course of 2003.

Also, bear in mind that the library provides assistance in locating materials. The library is able to locate and borrow from libraries throughout the United States. The library also supplies free access to the Internet, children's story hours, programs, and tutors for adults learning english as a second language.

Hillsdale Library - Operating Accounts

Schedule of revenues and expenses

2002 vs 2003 Library Side

	<u>2002 Final</u>	<u>2003 Final</u>	<u>2003 Budget</u>
Ordinary Income/Expense			
Income			
Borough Cash Support	97,300.00	84,670.00	84,670.00
Fines	17,627.61	19,905.32	15,000.00
Interest	2,381.72	1,983.36	
Memberships-WCL	24,450.00	26,850.00	30,000.00
Miscellaneous	2,862.74	7,019.69	
State Aid	9,930.00	10,024.00	9,930.00
Total Income	<u>154,552.07</u>	<u>150,452.37</u>	<u>139,600.00</u>
Expense			
01 Collection Development	71,803.41	74,809.53	71,800.00
02 Maintenance & Utilities	24,600.85	23,679.87	26,000.00
03 Supporting Services	26,666.85	33,901.95	35,626.00
04 StateAidExpenditures	9,614.19	10,036.37	10,271.81
Total Expense	<u>132,685.30</u>	<u>142,427.72</u>	<u>143,697.81</u>
Net Ordinary Income	21,866.77	8,024.65	-4,097.81
Other Income/Expense			
Other Income			
Boro Previous Year Balance	47,916.86	19,248.10	
Donations	3,536.95	3,726.77	
Grants	3,342.00	300.00	
Total Other Income	<u>54,795.81</u>	<u>23,274.87</u>	
Other Expense			
05 Grants	3,400.76	300.00	
09 Unbudgeted Expenses	3,396.29	13,100.94	
Total Other Expense	<u>6,797.05</u>	<u>13,400.94</u>	
Net Other Income	47,998.76	9,873.93	
Net Income	<u><u>69,865.53</u></u>	<u><u>17,898.58</u></u>	<u><u>-4,097.81</u></u>

2002 vs 2003 Borough Side

Budget Lines Handled by Borough

Salaries and Wages	252,200.21	268,232.07	277,500.00
Building Maintenance	15,000.00	15,000.00	15,000.00
Disposal Services	541.70	650.00	650.00
Gas and Electric	583.40	700.00	700.00
Telephone Charges	478.16	803.83	350.00
Payroll Services	775.00	1,006.00	930.00
Social Security	19,491.13	20,796.52	21,300.00
Life Insurance	296.52	327.72	350.00
Workers Comp	1,400.00	1,400.00	1,400.00
Medical Insurance	27,031.26	32,124.46	33,024.00
Dental Insurance	1,934.52	2,236.00	4,000.00
Cash Support of Library - reflected as received in Library portion.(84,670)			
Total Boro Lines	319,731.90	343,276.60	355,204.00
Combined Library and Boro Expenses	459,214.25	499,105.26	498,901.81

Hillsdale Library - Capital Campaign
Revenues and Expenses
January 2001 through December 2003

6:00 PM
01/20/2004
Cash Basis

	<u>Jan - Dec 01</u>	<u>Jan - Dec 02</u>	<u>Jan - Dec 03</u>	<u>TOTAL</u>
Ordinary Income/Expense				
Income				
Donations Capital Account	7,000.00	75,165.00	43,763.60	125,928.60
Total Income	<u>7,000.00</u>	<u>75,165.00</u>	<u>43,763.60</u>	<u>125,928.60</u>
Expense				
Fundraising Committee Activity	0.00	2,305.00	0.00	2,305.00
Total Expense	<u>0.00</u>	<u>2,305.00</u>	<u>0.00</u>	<u>2,305.00</u>
Net Ordinary Income	<u>7,000.00</u>	<u>72,860.00</u>	<u>43,763.60</u>	<u>123,623.60</u>
Other Income/Expense				
Other Income				
Interest - Capital Campaign	0.00	0.00	800.23	800.23
Total Other Income	<u>0.00</u>	<u>0.00</u>	<u>800.23</u>	<u>800.23</u>
Other Expense				
Returned Donations	0.00	5,000.00	0.00	5,000.00
Total Other Expense	<u>0.00</u>	<u>5,000.00</u>	<u>0.00</u>	<u>5,000.00</u>
Net Other Income	<u>0.00</u>	<u>-5,000.00</u>	<u>800.23</u>	<u>-4,199.77</u>
Net Income	<u><u>7,000.00</u></u>	<u><u>67,860.00</u></u>	<u><u>44,563.83</u></u>	<u><u>119,423.83</u></u>

Of the \$119,423.83 balance, \$74,565.00 was previously committed to the general contractor's contract. \$44,858.83 remains uncommitted.

Appendix

2003 Librarian's Report

REFERENCE

QUESTIONS – Over the course of the past year I have handled a great variety of reference questions. The majority of questions were presented in person, but I did handle a number of telephone inquires (97) and a few email requests (11). Listed below is a sampling of questions received in the past year.

School Assignments

- Can you help me find information about the Euler line and the nine point circle?
- Can you help me find a map of the US at different times in history?
- I am looking for information about Diego Velazquez.
- I need literary criticism for *A Clockwork Orange* and biographical information about the author.
- I need information about gorillas, but it has to be from the last 5 years.

Reader's Advisory

- Can you help me find a book? I can't remember the title or author, but it was a book about African Americans who became WACs.
- What are all the books in Robert Jordan's *The Wheel of Time* series?
- I need a good book, nothing too depressing (request from a ninth grade boy).

Health

- Is there a children's hospital in Mountainside, NJ? If so, what is the address and phone number?
- Do you have any books on what it's like to be the adult child of an alcoholic?

Legal

- My friend's ceiling is leaking and the super won't fix it. Does he have to?

Business:

- Can I find information about companies from home? I need general information and specific information.
- On a business letter how many spaces do you put after the state, before the zip code?

Consumer Information

- What is the phone number for the New Jersey Better Business Bureau?
- I'm looking for an article from Ski magazine that reviewed goggles.

Careers/Higher Education

- What colleges offer ROTC programs?
- Do you have any books about different college majors?
- Do you have any books about writing cover letters?

Wrong Information Presented

- I'd like the book *Life with Crows* by Lincoln. The actual title of the book is *Still Life with Crows* by Douglas Preston and Lincoln Child.

Miscellaneous

- I would like to find the obituary of former Hillsdale resident, Thomas J. Clark.
- How do you spell Curmudgeon?
- Can you search for a particular topic in just one magazine?
- I want to write a thank-you to Bill Cosby, what is his address?
- Do you have a biography of Coco Chanel?

The above examples illustrate the diversity of questions that are asked at the library. In many cases something that initially seems straightforward may actually need careful examination and thought. These are some of the factors that contribute to the excitement and challenge of being a librarian.

Finally, I would like to note that patrons have been pleased with the addition of a professional librarian to the Sunday staff. Specifically, a patron and her son commented that they received a great deal of help from Melissa in gathering materials for a school assignment. Melissa is also working with me to organizing the Local History files.

PURCHASES/COLLECTION ADDITIONS – Beginning in 2002 a major goal was to update the Reference Collection. To achieve that goal outdated volumes were discarded and replaced. Additional items were purchased. In 2003 I continued these efforts. Although space is limited during the renovation we added some excellent sets, including:

The Encyclopedia of Careers and Vocational Guidance – 4 volumes
The Encyclopedia of Education – 8 volumes
Hoover's Handbook of American Business – 2 volumes
The Renaissance: An Encyclopedia for Students – 4 volumes

INTER-LIBRARY LOANS – It is now easier than ever to get items for patrons that are not owned by any BCCLS libraries. The state has created a catalog, called JerseyCat, that enables librarians to search for and request items from the majority of libraries in New Jersey with ease. The new system has been in place for about one year. Libraries

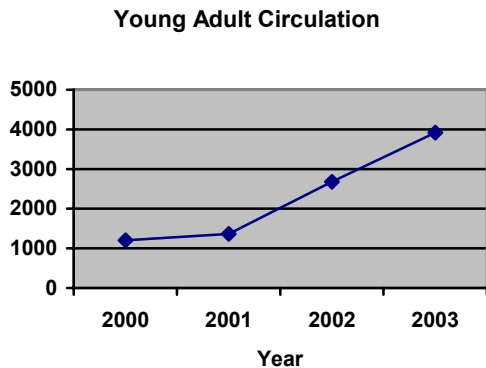
were encouraged, but not required to use JerseyCat until November 2003. Libraries now must use JerseyCat; therefore I expect usage to increase in 2004.

During 2003 Hillsdale Public Library loaned more items than we requested. The library supplied items from every department with the exclusion of Reference. Approximately twenty items were secured from outside New Jersey during this period. Items included those for entertainment (The Round Tower), personal information (Seeing Without Glasses), and scholastic (Studies on Some Mycenaean Inscriptions from Knossos dealing with Textiles) needs.

LEGAL REFERENCE WORKSHOP – I attended a workshop offered by the BCCLS Reference and Technology Committee that focused on Legal Reference. This led me to replace outdated materials, purchase new books, and add related links to the bookmarks on the library website. Also, I learned of referral services offered in New Jersey.

YOUNG ADULT

Use of Young Adult department has continued to grow. Circulation in this department has increased substantially. The circulation statistics for the YA department do not include CDs or movies which are also used heavily by teens.



2000	1,202
2001	1,359
2002	2,674
2003	3,918

In addition to the growth in circulation the library has witnessed increase participation by teens. The library has hosted successful teen reading clubs for the past two years. More than thirty teens participated this year, reading over 24,000 pages. Membership in the Teen Advisory Group (TAG) has also increased. There are now 16 active members. These teens provide advice on what to purchase for the collection, what programs to offer, how to display and promote new books, and volunteer at community events. We had an eighth-grade boy volunteer to wear the large Peter the Rabbit costume at Hillsdale Day. This month was the first meeting of the Teen Book Club. Although we do not yet have a meeting room the teens asked that we begin the monthly book club sooner, rather than later. I am happy to report that 15 teens were present at the initial meeting.

COMMITTEE RESPONSIBILITIES

I have been fortunate to serve on three committees this year. I have shared and gained knowledge from colleagues throughout the state. Below is a brief description of each.

BCCLS YOUTH SERVICES COMMITTEE – This committee was comprised of ten librarians from BCCLS libraries. The committee presented the following programs to BCCLS staff:

1. Programming for Grades 3-5
2. YA Boot Camp
3. Storytelling Festival
4. Mock Newbery

In addition to working on presenting these programs I participated in the mentorship program. I mentored a para-professional from the Secaucus Library. We met one-on-one four times during the course of the year and attended three programs for all the mentors and mentees.

2004 NEW JERSEY STATEWIDE SUMMER READING CLUB COMMITTEE – I was appointed to this 15 member committee as a representative from the Highlands Region, which includes libraries in Bergen, Hunterdon, Morris, Passaic, Somerset, Sussex and Warren counties. The committee has met on a monthly basis since October of 2002 in order to help create, publicize, and promote a single statewide summer reading program to be used in libraries throughout New Jersey. As a member of this committee I invited Mark Beuhner, a well known illustrator, to speak at the New Jersey Library Association conference this April. I will be the liaison between the committee and the illustrator. Throughout the month of March the committee will be hosting eight workshops to prepare librarians for the summer. I, along with one other committee member, am responsible for creating a presentation entitled, “Get Lost in a Book: How to Create a Successful Book Club”. I will speak at three of the eight workshops.

GARDEN STATE TEEN BOOK AWARD COMMITTEE – The GSTBA Committee is responsible for creating a ballot of books to be read and voted on by teens throughout New Jersey. This ballot is a tool to promote fiction and non-fiction books that are both appealing & well-written. The award also provides teens with an opportunity to voice their opinions as to what makes a book great. As a member of this committee I am responsible for reading and evaluating a minimum of thirty books. The committee will meet several times and discuss the 173 nominated titles in order to select a maximum of sixty books for the final ballot.