



# FY19 Annual Report

*Building community and enriching lives by bringing together diverse people, information, and ideas.*



## EXECUTIVE SUMMARY

2019 was an incredibly busy year for Teaneck Public Library, with a nearly 4% increase in cardholders, 5% increase in attendance at library events, and 7% increase in in-person library visits. And total circulation was down under 2%, after years of increasing drops in circulation, averaging from 4-7% each of the past three years. This improvement in circulation of library materials was achieved in part by increased investment in digital collections.

We added Overdrive Advantage in 2019, which expands access for Teaneck residents to high demand eBooks and eAudiobooks. In addition, we brought in a new on-demand video streaming service called Kanopy, which features critically-acclaimed movies, inspiring documentaries, award-winning foreign films, and a variety of educational programming for children. All of this contributed to a 60% increase in circulation of digital content in 2019!

In September, we launched Brainfuse, which provides virtual, on-demand tutoring services for students of all ages, in addition to self-paced learning modules that help students learn and master a variety of educational skills and concepts. This was followed by the addition of the Morningstar research tool, which helps residents discover, evaluate, and monitor financial investments.

This was also a year marked by increased efforts in community engagement and outreach. We formed a strategic planning committee consisting of library staff, Friends, and Trustees to evaluate the library's community impact and develop a plan for the future of library services in Teaneck. A community survey was deployed in the fall of 2019, with over 1,500 responses from residents, with a final plan to be published in the first half of 2020.

With increased attention to outreach, there was a focus on taking library services outside of the building and meeting residents where they live, learn, and play. Through partnerships with the Township of Teaneck Recreation Department and Teaneck Creek Conservancy, we developed a new series of "pop up" storytimes at local parks. We also re-invested in our partnership with Teaneck Public Schools, which lead to exciting results, including hosting a live stream with award-winning author Jacqueline Woodson, attended by 5th and 7th grade students from Thomas Jefferson Middle School.

We gained considerable momentum in 2019, and I'm eager to see all that we will accomplish together in the coming year as we work to build a more dynamic, engaged, and responsive library.



M. Allen McGinley  
Library Director



# FINANCIAL STATEMENT

## Operating Revenue\*

SOURCE	AMOUNT	%
Township	\$2,290,800.00	97%
State	\$20,913.00	1%
Library	\$44,658.82	2%
Contributions	\$10,344.00	0%
<b>TOTAL</b>	<b>\$2,366,715.82</b>	

\*Funding for Teaneck Public Library comes from local tax revenue, per capita State aid, fees that are paid at the library, and contributions from the Friends of the Library 501(c)3 and individual donations.

## Operating Expenditures

CATEGORY	AMOUNT	%
Personnel	\$1,856,420.74	81%
Books & Materials	\$229,467.50	10%
Building Maintenance	\$36,993.38	2%
Supplies	\$35,153.27	2%
Programs	\$40,481.19	2%
Equipment & Contracts	\$71,368.15	3%
Other	\$19,715.19	1%
<b>TOTAL</b>	<b>\$2,289,599.42</b>	

## Value of Select Library Services

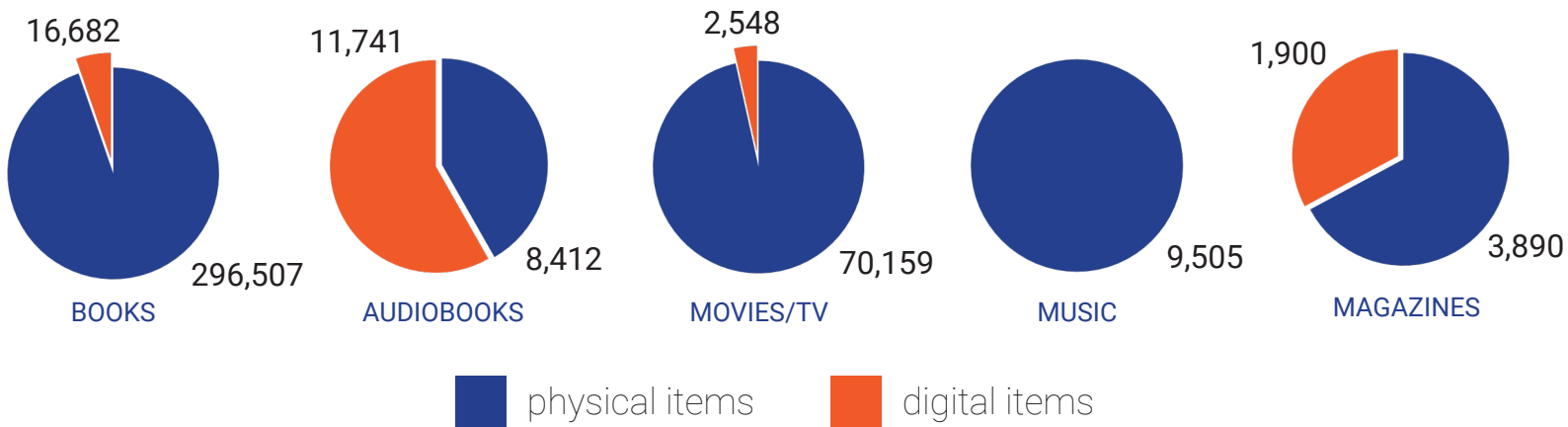
LIBRARY SERVICE	QTY	RETAIL**	VALUE
Adult Books Borrowed	126,323	\$17.00	\$2,147,491.00
Teen Books Borrowed	17,099	\$12.00	\$205,188.00
Children's Books Borrowed	153,085	\$17.00	\$2,602,455.00
Audiobooks Borrowed	8,406	\$9.95	\$83,639.70
InterLibrary Loan Requests	579	\$25.00	\$14,475.00
eBooks Downloaded	28,423	\$15.00	\$426,345.00
Magazines Borrowed	5,790	\$5.00	\$28,950.00
Movies Borrowed	72,703	\$4.00	\$290,812.00
Music CDs Borrowed	9,505	\$9.95	\$94,574.75
Adult Programs Attended	5,943	\$15.00	\$89,145.00
Teen Programs Attended	931	\$12.00	\$11,172.00
Children's Programs Attended	3,053	\$7.00	\$21,371.00
Museum Passes Borrowed	601	\$20.00	\$12,020.00
Public Computer Use (per hour)	8,694	\$12.00	\$104,328.00
Mango Languages (per session)	1,730	\$19.99	\$34,582.70
Wifi Hotspots Borrowed	130	\$10.00	\$1,300.00
Brainfuse Online Tutoring	983	\$19.99	\$19,650.17
<b>TOTAL</b>			<b>\$6,187,489.32</b>

\*\*The cost figures for library services were derived by the Massachusetts Library Association based on average prices from companies providing similar services including Amazon, Barnes & Noble, iTunes, Netflix, FedEx/Kinkos, and more.

**For an investment of less than \$2.3 million, your library returns a value of more than \$6.1 million!**

## BY THE NUMBERS

over **424,399** materials borrowed



### ENGAGEMENT

**29,078**  
registered  
cardholders



**256,482**  
visitors to  
the library



### SERVICE

over **3,478** customer  
service hours

during the **351** days  
open to the public

### EVENTS



**488**  
library  
events

**9,927**



people  
attended  
library  
programs

over **35,320** questions answered



**32,871**  
eContent  
borrowed

**25,788**  
in-library wifi  
sessions



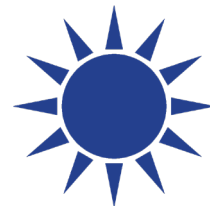
**82,074**  
pages  
printed



**118,700**  
website  
traffic



**18,567**  
public computer  
sessions



**610**  
summer  
reading  
participants



# 2019 HIGHLIGHTS

## UPGRADED TECHNOLOGY

Many residents who visit Teaneck Public Library bring one or more mobile devices, and demands for electricity for these devices are on the rise. In an effort to better meet these needs, we installed a **mobile device charging station** on each public floor. Both stations have charging ports for Apple, Android, and Type-C devices.

This explosion of mobile devices including smartphones, tablets, and laptop computers has also created an increased demand for wireless Internet (wifi). In response to this increased demand, we upgraded our wifi to a **mesh wifi network** which provides faster connection with greater coverage throughout the entire building.

## COMMUNITY PARTNERSHIPS

We value the role we play in the community, and in 2019 we made a conscious effort to collaborate with more organizations in Teaneck. One of these partnerships we formed was with the **Teaneck Creek Conservancy**, a member-supported, non profit organization dedicated to the reclamation and protection of the environmental, cultural, and historical legacy of the Teaneck Creek watershed.

This partnership resulted in Teaneck Creek Conservancy's participation in the library's New Jersey Makers Day event, and several collaborative programs including pop-up storytimes at TCC and a Little Free Library building event. TCC is now home to this Little Free Library, which our librarians occasionally stock with books that are free for the taking for park goers.

The library also increased collaboration with long-time community partner **Teaneck Public Schools**. In October, the library's Youth Services Department partnered with the schools to host a live stream of a statewide author event featuring Jacqueline Woodson, Library of Congress National Ambassador for Young People's Literature, and author of *Red at the Bone*, *The Day You Begin*, and *Harbor Me*. This live stream event was attended by 5th and 7th grade students from Thomas Jefferson Middle School.



## REMOVING BARRIERS

Late fees for library materials can present a substantial barrier to access for many children and teens. Many are discouraged from using the library due to the threat of late fees, or stop using the library when late fees are incurred and families do not have the funds to pay them.

To make library access as equitable as possible, we launched two **fine amnesties** in 2019 - a weeklong fine amnesty in June to kickoff summer reading, and a second monthlong fine amnesty in November as our way of saying thank you to Teaneck.

Both fine amnesties were a tremendous success. Approximately 150 children and 40 teenagers registered to have their late fees waived, resulting in nearly 200 young people in Teaneck receiving the gift of renewed borrowing privileges at the library.

## PAPERS OF TEANECK'S FIRST TOWN MANAGER

Due to the generous and thoughtful donation of his family, the library is now home to the papers of **Paul A. Volcker**, the first Town Manager of Teaneck. Mr. Volcker served as Town Manager of Teaneck from 1930-1950. The papers are now available on the library's digital archive at [archive.teanecklibrary.org](http://archive.teanecklibrary.org). This donation would not have been possible without the work of Councilman Keith Kaplan.

## GROWING DIGITAL COLLECTIONS

Demand for books and other library materials in digital formats continues to grow, with use of some digital materials (like eAudiobooks) outpacing that of their physical counterparts (see page 4).

In response to this continued demand, we added **Overdrive Advantage**, and increased investment in eBooks and eAudiobooks from Overdrive, which are available to residents via the Libby mobile app. This increased investment means that Teaneck residents have access to more eBooks and eAudiobooks, with shorter wait periods for high demand books.

We also added the **Kanopy** service, which provides on-demand streaming access to critically-acclaimed movies, inspiring documentaries, award-winning foreign films, and a variety of educational programming for children. While Kanopy is free to resident cardholders, it is a pay per use service for the library, which means that there are no wait periods and all content is always available to everyone.

In addition, we brought in two new databases that are helping to keep Teaneck residents ahead of the curve. **Brainfuse** was launched in September, which provides virtual on-demand tutoring services for students of all ages, in addition to self-paced learning modules that help students learn and master a variety of educational skills and concepts.

This was followed by the addition of the **Morningstar** research tool, which helps residents discover, evaluate, and monitor investments. Online access to Morningstar is available on-site in the library's Reference Department.

"I don't watch much television, but I love quality **thought-provoking** films. Too often, they're hard to come by. Now I'm able to enjoy excellent cinema in the **comfort of my own home**. As if that were not enough, I just discovered that I can take *Great Courses* through Kanopy. When you add the wide array of excellent children's film and programming, you have one very **happy and grateful** library patron!"

**-Laura, Teaneck Public Library patron**



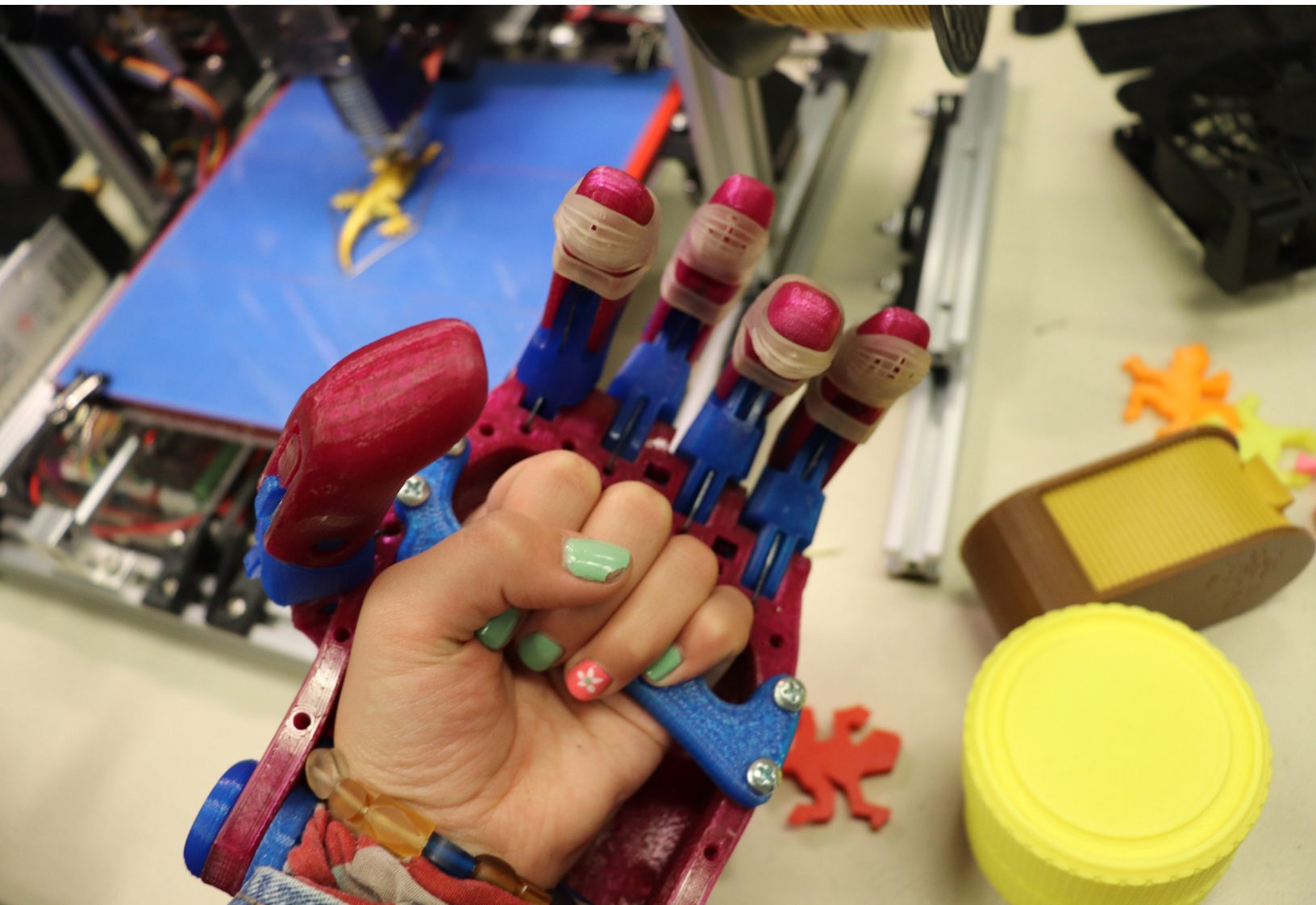


## STEM EXPLOSION

In 2019, Teaneck Public Library hosted it's first **New Jersey Makers Day**, with more than 900 people attending the event on March 24. Teaneck was one of 300 locations across the state participating in this 5th Annual statewide celebration of making and maker culture.

Highlights from the event included 3D printing, electronics programming, coding, robotics, and wearable tech demonstrations from local students and other community partners. John and Justine Diamond demonstrated the Bergen Makerspace Transportable 3D Printer. The demonstration included practical objects created with the 3D printer, including a prosthetic hand (pictured below). Another notable demonstration was from Arnie Forte of CoderDojo who introduced attendees to electronics programming with Raspberry Pi.

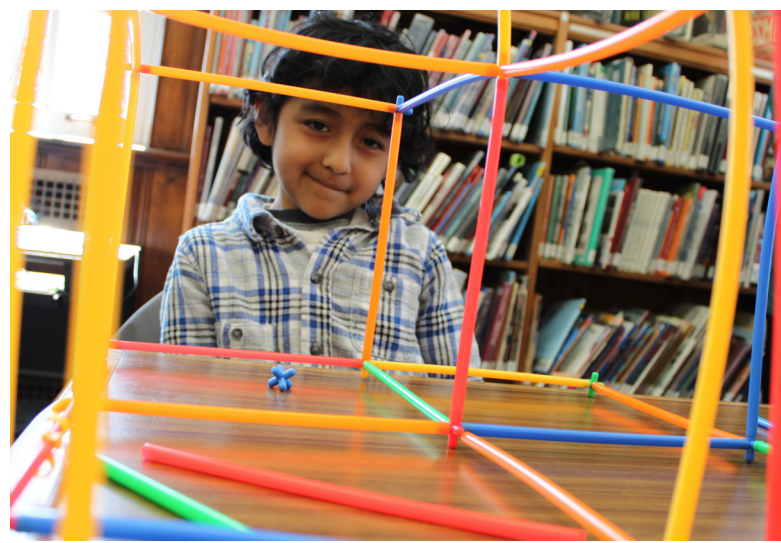
Hands-on activities included structure building, snap circuits, button making, kaleidoscopes, perler beads, rubber band cars, spin drums, and solar powered water bottle lights. The event was planned and hosted by Teaneck Public Library staff and volunteers, and included significant contributions from community organizations, most notably STEAM Engine. This event was made possible by a significant donation from the **Friends of Teaneck Public Library**.







Other local groups participating in the event included the Teaneck Creek Conservancy, Sylvan Learning of Teaneck, Academy of Greatness and Excellence (AGE), Ma'aynot Yeshiva High School for Girls, Teaneck High School, and Torah Academy of Bergen County (TABC).



**More than 900 people attended New Jersey Makers Day to learn, play, connect, and explore at the Teaneck Public Library.**



## EMBEDDED LIBRARY SERVICES

A big challenge for children and families during the summer is the decline in reading ability and academic skills when school is out of session, which is often referred to as the summer slide. So in an effort to get more early childhood literacy events out into the community, the Children's Department piloted a series of eight **pop-up story time** events during the summer of 2019 at Teaneck's Votee Park on Palisades Avenue, and the Teaneck Creek Conservancy on Puffin Way. By bringing storytime to the park, we endeavored to increase access to literacy activities and the joy of hearing books read aloud for children who might not be able to come to the library.



## STAFF RECOGNITION

In 2019, the Teaneck Public Library bid farewell to several long tenured staff members. **Kay Roseen**, Senior Library Assistant, retired in July after more than 15 years of service in the Youth Services Department. Kay especially enjoyed reading with pre-schoolers every Wednesday afternoon, and visiting each elementary school every spring to tell them about the library's Summer Reading Program.

Library staff and Teaneck residents also said goodbye to **Elsa Venticinque**, Administrative Assistant, who retired in September after more than 13 years of service in the Administration Department. Elsa considered herself blessed to have the opportunity to serve the library community of Teaneck.

The library also celebrated several important staff service milestones in 2019, including **Weilee Liu** (20 years), **Chatur Patel** (25 years), and **Cynthia Zimmerly** (20 years). These staff members were presented with engraved clocks to recognize their accomplishments at a ceremony in December.





# COMING IN 2020

## LIBRARY UPGRADES

The library has consulted with Arcari + Iovino Architects to develop a master plan for the future of the library, and plans to apply for a construction bond grant from the State of New Jersey in the spring of 2020 to begin renovation and much-needed upgrades to building facilities.

## TEANECK'S 125th ANNIVERSARY

In celebration of the 125th anniversary of the incorporation of the Township of Teaneck, the library's Reference Department will be producing a 20-minute commemorative video documenting the early history of Teaneck, drawing on photographs and other resources from the library's unique historical collection.

## TOGETHER IN TEANECK: AN INCLUSIVE STORYWALK

The library applied for, and was awarded, grants from New Jersey Cultural Humanities (\$6,500) and the Rotary Club of Teaneck (\$2,000) to develop and install a StoryWalk at a local park in Teaneck. The StoryWalk will consist of 16-20 wooden or aluminum sign posts with a 17"x23" angled, black aluminum display area. Each sign will contain one or two pages of a picture book on the theme of **diversity and inclusion**. Children and families will be encouraged to read the story by walking through the park and stopping at each display sign. Library staff will change the stories on a regular basis, presenting a new story each month. This project is scheduled to be completed by summer 2020.

## STRATEGIC PLAN

In order to meet the changing needs of the Teaneck community, the library has started work on a 3-year strategic plan. A town-wide survey was completed in 2019, with more than 1,500 individual responses from Teaneck residents. In addition, the library will be soliciting more in-depth feedback through focus groups with community stakeholders, and working with staff, the Friends of the Library, and the library Board of Trustees to develop a plan for the future of library services in Teaneck.

## EXPANDING DIGITAL CONTENT

In 2020, the library will continue to expand its offerings of digital content by adding a new eContent platform called **Hoopla Digital**. This new service will provide instant access to books, audiobooks, comics, music, and movies, all in a digital format. This content can be streamed or downloaded to a computer or mobile device, using Hoopla's website or mobile app. This new service will greatly expand resident's access to eBooks, eAudiobooks, and movies, and will provide access to digital comics and streaming music for the first time.

# ACKNOWLEDGMENTS

## 2019 LIBRARY BOARD OF TRUSTEES

**Joy Charles**  
President

**Paul Ostrow**  
Treasurer

**Lillian Lewis**  
Member at Large

**Evalyn Brownstein**  
Vice President

**Benjy Burnat**  
Member at Large

**Terry Corallo**  
Superintendent of School's  
Representative

**Myron Chaitovsky**  
Secretary

**Karen Langford**  
Member at Large  
(Resigned, 2019)

## 2019 FRIENDS OF THE LIBRARY EXECUTIVE BOARD

**Sandra S. Silverberg**  
President

**Lynn Kloss**  
Recording Secretary

**Peter Cammarano**  
Member at Large

**Lynn Buckingham**  
First Vice President

**Olga Newey**  
Acting Corresponding Secretary

**Chris Finley**  
Member at Large

**Olga Newey**  
Second Vice President

**Chris Thorn**  
Member at Large

**Ruth Foster**  
Member at Large  
(Inactive)

**Susan Maier**  
Treasurer

**Jane Erwin**  
Member at Large

The **Friends of the Library** continued to be steadfast supporters of Teaneck Public Library in 2019. This all-volunteer group provided the library with a direct donation of \$9,000 to support library programming, marketing, and other projects, plus an additional \$10,000 in support through concerts, films, and special events, for a total of \$19,000 in financial support.

One of the major projects funded by the Friends of the Library nonprofit organization in fundraising and promoting library resources in the community is absolutely critical to the work of the library. A majority of their fundraising is done through their annual book sale every May.

The library also extends a heartfelt thank you to the Township of Teaneck for its ongoing support, especially: Mayor Hameeduddin, members of Township Council, and Town Manager Dean Kazinci.

