

# FY20 Annual Report

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



## EXECUTIVE SUMMARY

2020 was a year unlike any other. And certainly not the year that I envisioned in January of that year. The Teaneck community was hit very hard by the outbreak of Covid-19 in March and continued to be an early epicenter through the spring of 2020. We grieved the loss of friends, family, neighbors, and those we loved. We watched the toll on our doctors, nurses, paramedics, and other frontline healthcare workers. And we endured.

But despite everything that we lost, I'm incredibly proud of the way our library pivoted and reimagined many of our services, so that we could continue providing residents with the information, connection, books, events, and services that are so critical to their lives.

When the pandemic started in March 2020, the library was forced to quickly close its building and limit services to virtual access only. Usage of our eBooks and other digital content skyrocketed to an increase of 99% in 2020. In total, Teaneck residents borrowed, downloaded, and streamed digital content from the library's website more than 65,000 times. We quickly changed the way that we provided residents with programs, and began offering virtual storytimes, crafts, lectures, yoga, book discussions, and more through Zoom, Facebook Live, and YouTube. With the increased access to these programs, attendance in 2020 was up 58% to more than 15,000.

After this initial closure, we reopened in late June with contactless doorside pickup of library materials. In the first week alone, Teaneck residents borrowed more than 1,600 items via contactless doorside checkout. In total, despite very limited access to the library building for much of the year, residents borrowed more than 292,000 books and other materials from Teaneck Public Library.

Throughout the year, the library staff has worked diligently to maintain services at the highest level possible, and continue to make improvements, enhancing the safety and efficiency of Teaneck Public Library. Among those improvements, we implemented mobile self-checkout, self-checkout kiosks, a self-service printing kiosk, and credit card acceptance for printing and other fines and fees. Much of this would not have been possible without the steadfast support of the Friends of the Teaneck Public Library.

This was not the year we wanted, but it was the year we got. The amount of work that has gone into pivoting our organization and reimagining services is difficult to quantify. But please know that I am incredibly grateful for the dedication, patience, and support of the library staff, Board of Trustees, the Township Manager and Township Council, and the residents of Teaneck.

While this year was filled with challenges, I am confident that this work has made us a stronger and more resilient public library, positioned for great things in 2021.

Sincerely,



M. Allen McGinley



# FINANCIAL STATEMENT

## Operating Revenue

SOURCE	AMOUNT	%
Township	\$2,298,000	98%
State	\$17,236	1%
Library	\$17,456	1%
Contributions	\$20,689	1%
TOTAL	\$2,353,381	

Funding from 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 Expenditure

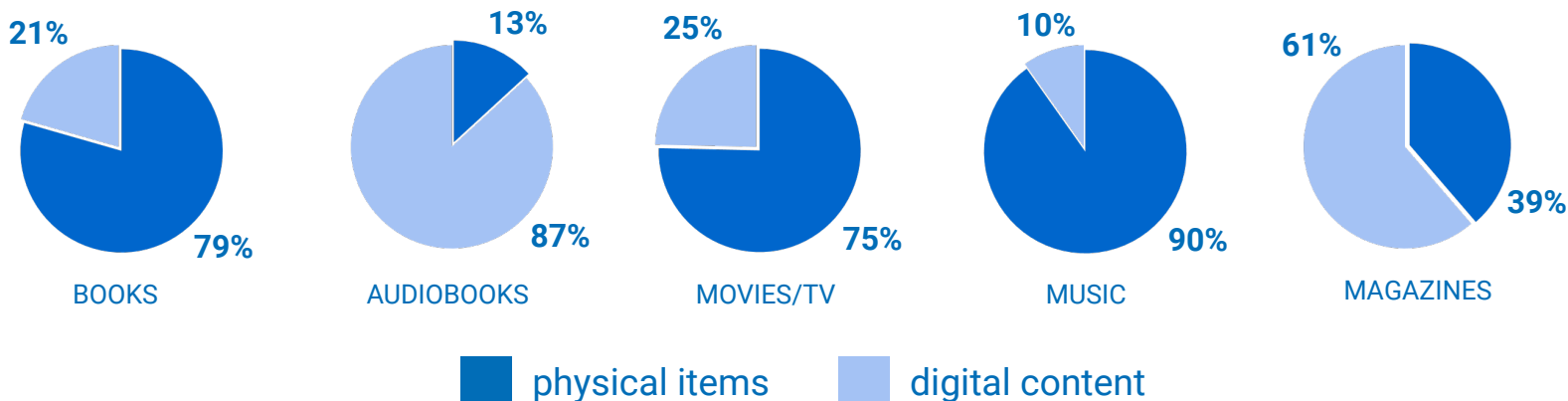
CATEGORY	AMOUNT	%
Personnel	\$1,781,453	79%
Books & Materials	\$261,972	12%
Building Maintenance	\$37,179	2%
Office & Janitorial Supplies	\$27,643	1%
Programs	\$9,881	0%
Equipment & Contracts	\$104,295	5%
Other	\$19,735	1%
TOTAL	\$2,242,158	

## Value of Select Library Services

LIBRARY SERVICE	QTY	RETAIL*	VALUE
Adult Books Borrowed	63,852	\$17.00	\$1,085,484
Teen Books Borrowed	7,788	\$12.00	\$93,456
Children's Books Borrowed	74,382	\$17.00	\$1,264,494
Audiobooks Borrowed	2,854	\$9.95	\$28,397
InterLibrary Loan Requests	73	\$25.00	\$1,825
eBooks Downloaded	54,275	\$15.00	\$814,125
Magazines Borrowed	4,285	\$5.00	\$21,425
Movies Borrowed	33,953	\$4.00	\$135,812
Music CDs Borrowed	3,544	\$9.95	\$35,263
Adult Programs Attended	2,896	\$15.00	\$43,440
Teen Programs Attended	348	\$12.00	\$4,176
Children's Programs Attended	12,408	\$7.00	\$86,856
Museum Passes Borrowed	173	\$20.00	\$3,460
Public Computer Use (per hour)	1,728	\$12.00	\$20,736
Lynda.com / LinkedIn Learning	1,200	\$19.99	\$23,988
Take-Home Craft Kits	1,380	\$2.99	\$4,126
CreativeBug Classes	219	\$19.99	\$4,378
Wifi Hotspots Borrowed	108	\$10.00	\$1,080
Brainfuse Online Tutoring	983	\$19.99	\$19,650
TOTAL			\$3,716,311

\*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.

over **292,725** materials borrowed



### engagement

**28,950**  
registered  
cardholders



**71%**

of Teaneck  
residents  
have current  
& valid library  
cards

### social

**249,645** impressions,  
and

**4,012** followers

from



### events



**308**  
library  
events

**15,652**



people  
attended

**+58%**  
increase  
over FY19

over **9,577** questions answered

### digital content



**65,373**  
eBooks &  
other eContent  
borrowed

**+99%**

increase  
over FY19

### technology



**123,779** **+4.7%**  
website  
visits increase  
over FY19

**15,622**

indoor & outdoor wifi sessions



### summer reading



**117,640**  
minutes read

**613**

badges earned



# PIVOTING WITH THE PANDEMIC

## 3D Printing Personal Protective Equipment (PPE)

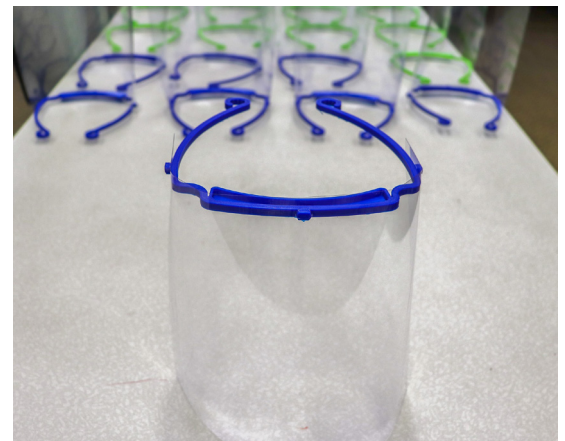
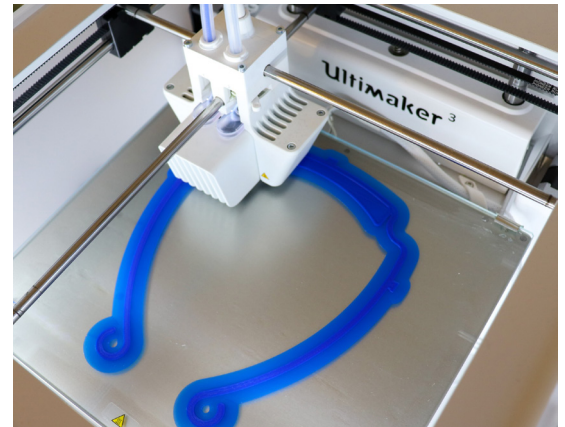
Library staff noticed that Teaneck's frontline healthcare workers and first responders had access to only limited supplies of personal protective equipment (PPE). Despite the critical need for healthcare workers to protect themselves against the coronavirus with PPE, problems in the worldwide supply chains made some of this PPE difficult to come by. Staff also heard complaints from healthcare workers who were wearing protective masks for long periods of time, and developing pressure ulcers behind their ears.

In response, staff used the library's 3D printer to print relief straps that connect directly to the surgical masks taking the pressure off the wearer's ears. The library 3D printed and donated 50 relief straps to Holy Name Medical Center in Teaneck, and another 50 to The Valley Hospital in Ridgewood.

Staff also 3D printed and assembled 20 face mask shields for the Teaneck Police Department. This was all made possible due to a generous memorial contribution from the family of longtime Teaneck resident and library supporter, **Jean Greenfield**, which funded the launch of the library's Mobile Makerspace in January 2020.

## Check-In Phone Calls for Residents

The outbreak of the Covid pandemic resulted in the isolation of many residents who did not have access to mobile devices and high speed Internet. In response, the library quickly developed a phone call check-in service. Residents (or someone on their behalf) had the opportunity to fill out a brief form requesting a phone call. Library staff members then called these patrons to check-in and discuss popular new books and movies. The popularity of this service was an important reminder that the daily conversations were what many of our patrons missed the most during the pandemic.



Photographs of a visor being 3D printed (top) and fully assembled face shields at the library (bottom). The 3D printer is part of the library's new Jean Greenfield Mobile Makerspace.

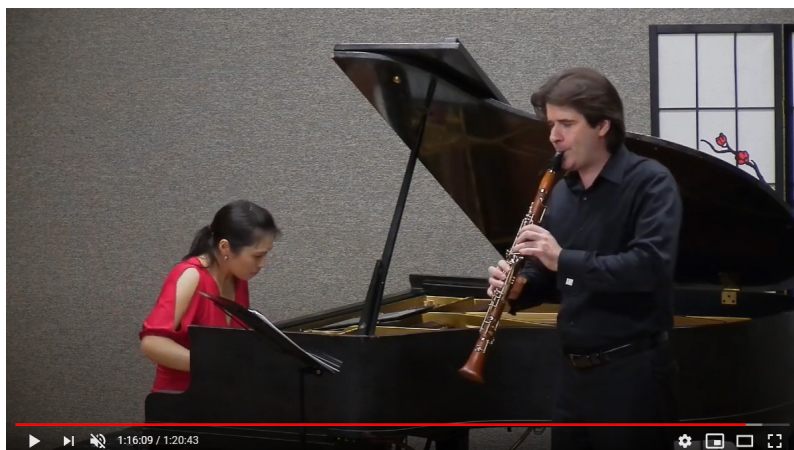
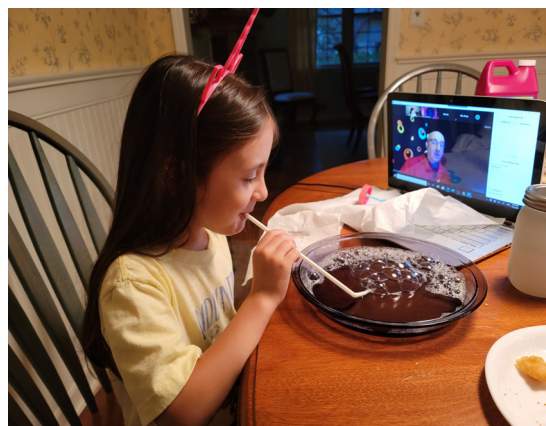
"I have used your library **more often** this year due to the COVID-19 protocols, and I just wanted to thank you for the work you do. I appreciate the **precautions you've taken** and your willingness to place pick ups outside. I look forward to utilizing your new **scheduled pick up** option in the New Year."

*-Reisa, Teaneck Public Library patron*



## Virtual Programs and Events

Despite being unable to offer indoor, in-person programs for much of 2020 due to the pandemic, library staff quickly developed new approaches to hosting programs and events using streaming video platforms like Zoom and Facebook Live. Popular library programs including storytimes (in English and en Español), guided meditation, lego club, teen video game tournaments, lectures, author readings, music concerts, book discussions, read to a dog, and more, were offered on a weekly basis, and many of these events were available on-demand through the library's Facebook page and YouTube channel for later viewing.



Video still from a Music on a Sunday Afternoon performance by Misuzu Tanaka (pianist) and Maksim Shtrykov (clarinetist), recorded at Teaneck Public Library in November of 2020. This event was sponsored by the Friends of the Teaneck Public Library.

## “Surprise Me” Book Bundles

One of the best parts about visiting the library is being able to browse the shelves to look for new books. With indoor library services severely limited due to the pandemic, we developed some new ways to help residents find books. One of these was the introduction of the “surprise me” service. This service allowed patrons to fill out a brief online form telling librarians about the types of books they wanted, and then the librarian did the rest. They put together carefully curated book bundles to surprise residents with some new favorite books.

Thank you so much for the **thoughtful selection** of books you chose for my son through the “Surprise Me” feature! The books have just the right combination of **warmth and humor** and each was a hit with him.

*-Dina & Kivi, Teaneck Public Library patrons*





Photograph of a Teaneck family visiting the outdoor “pop-up” library and checking out books in the summer/fall of 2020.

## Outdoor “Pop-Up” Library

Throughout 2020, the library worked diligently to follow guidelines from Governor Murphy and safely implement procedures to give residents access to library materials through contactless doorside pickup of materials. But many residents missed the experience of browsing the shelves. To better meet this need, the library began hosting outdoor pop-up libraries throughout the summer and early fall, giving residents the ability to safely browse and check-out materials.

## Online Learning

In an effort to support the students and families that were suddenly thrust into an online learning environment, staff in the youth services department created a new virtual library landing page. Developed for students in grades K-12, these curated resources included hands-on learning activities, access to eBooks and audiobooks, authoritative reference sources for homework and research projects, language learning services, online tutoring, documentaries and educational videos, and an ongoing calendar of virtual events. While residents were forced to stay at home more than usual due to the pandemic and resulting quarantines, that didn't stop Teaneck residents of all ages from learning. The library provided online access to a variety of digital learning platforms including:

- Creativebug (online arts and crafts workshops)
- Ancestry Library (powerful genealogy tool)
- Lynda.com / LinkedIn Learning (courses covering a variety of topics, including business, software, technology, design, marketing, photography, and other creative skills to achieve personal and professional goals)

creativebug® hoopla® Lynda.com®  
FROM LINKEDIN



## Contactless Doorside Pickup

On June 22, Teaneck Public Library launched contactless doorside pickup of library materials. Patrons were able to place holds on materials through the library's catalog, and then pick up these materials from the tent outside the library. In the first week alone, Teaneck residents borrowed more than 1,600 items via contactless doorside checkout!

As the winter weather approached in late fall, the contactless doorside pick-up location was moved indoors to the library's vestibule. The library also implemented an online scheduling system, allowing residents to schedule their pick-up times in advance so that their items would be waiting in the library vestibule when they stopped by the library.



“A few weeks ago we were putting holds on the computer and practically the moment we placed the hold the books were ready. **My kids were so excited!** ... Teaneck hasn't missed a beat since this pandemic started and has remained **vibrant** and **relevant** to me and my kids.”

*-Felicia, Teaneck Public Library patron*

## Take & Make Crafts



With many schools and daycare centers closed due to the pandemic, children and families throughout Teaneck were in need of activities that could be done at home. To meet this need, staff in the Youth Services Department began making “take & make” craft kits that could be done at home. Many of these kits were also accompanied by virtual programs - craft tutorials created by librarians and made available to residents via Facebook Live and other online platforms. The Youth Services Department assembled and distributed 1,380 kits in 2020.



# OTHER 2020 HIGHLIGHTS

## Jean Greenfield Mobile Makerspace

The Jean Greenfield Mobile Makerspace was launched on January 12. Over 150 attendees came out for hands-on demonstrations for the new equipment, including 3D printing, robotics with Lego Mindstorm and Lego WeDo, sewing machines, coding on chromebooks, and button making. The mobile makerspace was made possible by a generous donation by the family of Jean Greenfield. The mobile nature of the makerspace allows staff to customize maker programs for different audiences and locations. It also allowed library staff to 3D print PPE remotely, even when the library was closed due to COVID quarantines.



(Left to Right) Evalyn Brownstein, Allen McGinley, Dena Ressler, Lillian Lewis, and Paul Ostrow.



## General Peter Pace Uniform Dedication

Over 100 people were in attendance for the Uniform Dedication Ceremony for Teaneck native General Peter Pace on December 5. The event included a presentation of colors by the Marine Corps League, remarks from Councilmen Dunleavy and Councilwoman Rice, an introduction of the General by Jackie Kates, and remarks from General Pace. The uniform is now on display in the Library's courtyard. Peter Pace is a retired United States Marine Corps general who served as the 16th Chairman of the Joint Chiefs of Staff. Pace was the first Marine officer appointed as chairman, and the first Marine officer to be appointed to three different four-star assignments.



Gen. Peter Pace with Teaneck veterans from the United States Marine Corps.



Councilmember Rice and Councilmember (now Mayor) Dunleavy



Library Trustee Paul Ostrow with fellow THS alumnus General Peter Pace



The Library Director presenting Gen. Pace with a Resolution from Senator Weinberg



## Together in Teaneck: An Inclusive StoryWalk

Teaneck Public Library launched a new StoryWalk in the Township of Teaneck's Sagamore Park on November 10. The StoryWalk project, titled Together in Teaneck, consists of 20 displays, each containing two pages of a picture book behind a plexiglass surface on the theme of diversity and inclusion. Council Member **Gervonn Romney Rice** welcomed attendees to the ribbon-cutting and spoke about the importance of celebrating diversity and inclusion in Teaneck. This project was developed in partnership with the Township of Teaneck, and made possible with support from the New Jersey Council on the Humanities, Teaneck Rotary Club, and Friends of the Library.



Councilmember Gervonn Romney Rice (above).



The first display for the "Together in Teaneck" Storywalk at Sagamore Park in Teaneck.



Alexandra Penfold, author of All Are Welcome, signing books for attendees at the ribbon-cutting.

## Documenting the Impact of Covid-19 in Teaneck

Teaneck was an early regional epicenter of the Covid outbreak in the spring of 2020. With Holy Name Medical Center located within the Township, the impact of this disease has not only been relegated to those it infected, but also extended to the first responders and frontline healthcare workers tasked with caring for the sick. Given the unique impact of this virus on our community, the library's reference department developed **Documenting Teaneck History: The COVID-19 Coronavirus Pandemic** in partnership with the Teaneck Historical Society and Age-Friendly Teaneck. The goal of the project was to collect the experiences of Teaneck residents throughout the public health crisis. In the form of narratives, photographs, and videos, these experiences were archived in physical and digital formats for future educational and historical purposes. This virus has had a devastating impact on Teaneck, and other communities throughout the world, and it is the mission of the library and its partners to make sure this impact is documented for future generations.

## Staff Recognition

In 2020, the library welcomed **Debbie Young**, Administrative Assistant. The library also celebrated several important staff service milestones in 2020, including **Lena Leacock** (10 years) and **Margo Franklin** (15 years).



# ACKNOWLEDGMENTS

## 2020 LIBRARY BOARD OF TRUSTEES

**Joy Charles**  
President

**Paul Ostrow**  
Treasurer

**Gerald Reiner**  
Board Member

**Evalyn Brownstein**  
Vice President

**Benjy Burnat**  
Board Member

**Keisha Carter, Esq.**  
Mayor's Representative

**Myron Chaitovsky**  
Secretary

**Lillian Lewis**  
Board Member

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

## 2020 FRIENDS OF THE LIBRARY EXECUTIVE BOARD

**Sandi Silverberg**  
President

**Lynn Kloss**  
Recording Secretary

**Steve Axelband**

**Lynn Buckingham**  
1st Vice President

**Susan Maier**  
Treasurer

**Jane Ervin**

**Gail Novetsky**

**Olga Newey**  
2nd Vice President

**Florence Jennes**  
Corresponding Secretary

**Chris Thorn**

## THANK YOU

Teaneck Public Library is only as strong as the community, including the residents, benefactors, and partners who support it. We could not have accomplished all that we did, without significant support - especially in 2020.

The Friends of the Library continued to be critical supporters of Teaneck Public Library in 2020. This all-volunteer group stepped up to provide much-needed support during the Covid-19 pandemic, providing the library with a direct donation of \$11,479. This donation helped the library to quickly pivot during the pandemic, adding a dedicated webinar platform for virtual programs, implementing mobile self-checkout, self-checkout kiosks, a self-service printing kiosk, and much more.

Thank you to the Township of Teaneck, especially Township Manager Dean Kazinci for his leadership and support both before and throughout the Covid pandemic. The library also extends a heartfelt thank you to Mayor James Dunleavy, Council Liaison Keith Kaplan, and all members of the Township Council for their support of high quality library and information services for all Teaneck residents.

And a special thank you to all of our many community partners, including (but not limited to) Teaneck Public Schools, Teaneck Rotary Club, Teaneck Creek Conservancy, The Martin Luther King Birthday Committee, the Enslaved African Memorial Committee, and the Jewish Community Council of Northern New Jersey, all of whom the library worked very closely with throughout 2020.