



Annual Report 2018

Strategic Planning Bridging Space to Place Use Analysis

STRATEGIC PLANNING

In order to assure that library services and building plans are aligned with community needs, the Board of Trustees initiated a strategic planning process in 2018. Thanks in part to grant funding from LibraryLinkNJ, the Board was able to retain a consultant to guide the effort, including focus groups, leadership interviews, and meetings with staff, Friends of the Library, the Library Board of Trustees, and a community survey. The plan will be completed in 2019, but a community-driven mission and vision are now in place.

MISSION

More than a place for books, Library of the Chathams provides resources that support valuable opportunities to build knowledge, culture and social experiences that enrich lives.

VISION

Library of the Chathams serves as the intellectual and social center of the community and continually adapts its collections, services and facility to respond to the changes in the cultural, educational and entertainment needs of our patrons. The Library will reach a level of professionalism and performance in all our activities that accurately reflects the quality of our services.

To support our vision, the Library will continue to:

- Be a portal to the world of quality information to patrons of all ages and cultural backgrounds by offering library collections in a variety of formats and educational levels;
- Strike a balance between print and electronic resources in order to meet the needs of all library patrons;
- Provide library patrons with a safe, welcoming and comfortable facility;
- Provide a vibrant and dynamic website for use of library information and resources;
- Provide the physical and virtual space that will enable the library to serve as a community learning center for the exchange of ideas by offering a diverse selection of programs and services for children, teens, and adults;
- Respond promptly to the changing nature of library services through its knowledgeable staff, dedicated volunteers, and active community partnerships.

BRIDGING SPACE TO PLACE

The Campaign to Make Library of The Chathams YOUR Place

The Campaign Steering Committee began a fundraising campaign in late 2017 that continued throughout 2018. Working with a fundraising consultant, the Committee hosted small-group fundraising events to cultivate potential donors for the Bridging Space to Place Campaign. This “Quiet Campaign” raised nearly \$535,000 in commitments from generous users of the library.

In May, a campaign mailer was sent to all Chatham Borough and Chatham Township residents inviting them to give towards the campaign. This generated more than \$40,000 and continues to grow. The summer saw a concerted effort by the Campaign Steering Committee to share more about the campaign. A Bridging Space to Place banner was unveiled at the Fishawack Festival garnering hundreds of signature and generous donations supporting the campaign.

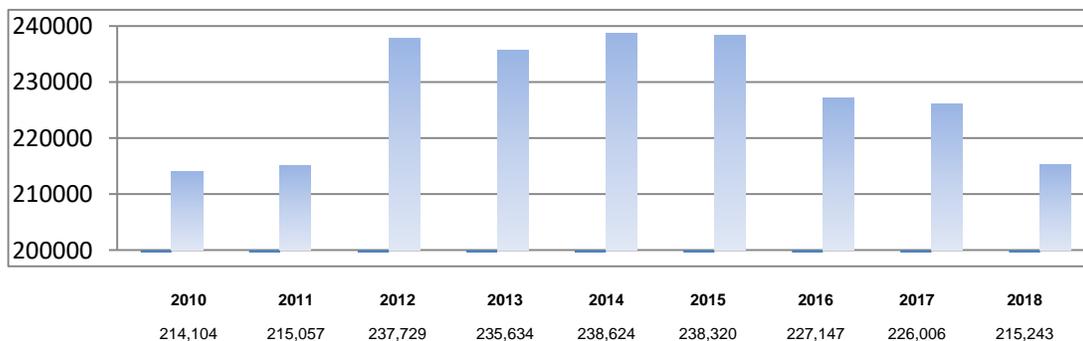
The Progress Package available at <https://chathamlibrary.org/ProgressPackage.pdf> includes a timeline and detailed information about the campaign efforts and results to date.

LIBRARY USAGE SNAPSHOT

Residents’ use of library services is measured and evaluated constantly to ensure that services meet needs and expectations. Library use continued strong through 2018 with 80% of Chatham Borough and Chatham Township residents holding a current library card.

- 245,002 Visits to the library (a 2.7% decrease from 2017).
- 215,243 Items checked out (a 4.76% decrease). Usage over 10 years continues to grow.*
- 37,437 Reference questions answered (5% increase from 2017).
- 280,137 Visits to the library website and 47,655 visits to the library mobile app in 2018 represents a 67% increase in use.
- 336 adult programs = 4,554 adult participants
- 408 community group programs = 4,236 attendees
- 500 youth programs = 14,810 visitors
- 92 teen events = 752 teen participants
- 551 children signed up for Summer Reading Club = they read 8,920 books!
- All programs in total attracted 24,352 visitors!

*Items Borrowed Over 10 Year Period increased steadily overall with a spike from 2012 to 2017.



THE LIBRARY FACILITY NOW

Although most building work will be done as part of the Bridging Space to Place project, the Board of Trustees opted to take action to ensure patron safety that they felt should not wait, including:

1. Installation of a security camera system in August to ensure patron safety even in areas of the building that are not routinely staffed;
2. Replacement of the front entrance steps;
3. Roof repairs made to maintain our roof membrane warranty.

Website security was enhanced with the help of New Jersey State Library, which hosts the library site at no charge.

Parking is always a concern for library users. The staff created a bookmark showing areas where parking is usually available close to the library. That bookmark will become part of our introductory library information packet for ongoing use. Maps showing parking are on the library website, mobile app and in the front vestibule.

Thanks to the Friends, computer equipment for public use in the library was updated.

OUTREACH TO COMMUNITY

The library newsletter continued to be our most effective outreach mechanism. The newsletter is mailed to every home and business in Chatham Borough and Chatham Township every other month and includes a wealth of information on programs and library services.

While social media outreach continues to grow, the library mobile app and website are the second most heavily used tools, with the library mobile app increasing in popularity.

In 2018, the library created a video featuring patron interviews to increase general awareness of the growing role of the library in the community. This video is available to view at www.chathamlibrary.org.

AGE-CENTRIC PROGRAMMING

Youth Services Department

2018 was a year of transition in the Youth Services Department as we welcomed new staff. The new staff ably handled 500 children's programs that brought in 14,810 visitors to the library and 92 young adult programs attended by 752 middle and high school students.



Excellent children's and teen programming continued with many popular favorites returning and new local acts being introduced. Highlights include the year-long *Trip Around the World* program where participants "travelled" around the globe learning how children live in other parts of the world through food, art and song each month. Visits from animals included a miniature therapy horse, our favorite therapy dogs, reptiles, a hedgehog and a T-Rex. Our weekly story times continued to be filled to capacity and included a Spanish story time.

2018 was a great year for our teens also. A new Anime Club was started and has continued to be well-received. Painting night and cupcake decorating added to the fun. The highlight of the year was our celebration of Harry Potter's 20th anniversary with the extremely popular *Harry Potter Escape Room*. Participants of all ages were immediately requesting another escape room program.



This year's Summer Reading Program ***Libraries Rock!*** was a great success! A total of 551 children joined the club reporting on 8,920 books throughout the summer. Our Teen Reading Club participants reviewed 242 books this year – almost three times the number as were read last year! Star volunteer Jimmy Lim was the lucky grand prize winner of an iPad mini.

We are grateful to the Woman's Club of Chatham members who generously sponsored the prizes for both the children's and teen reading programs. In addition to the Woman's Club, most of our programming in 2018 was made possible by the support of local organizations including Friends of the Library, Chatham Jaycees, Kiwanis Club of The Chathams, the Ann L. Buesing Children's Fund and the Marlee and Carl Frahn Fund for the Library of The Chathams of the Community Foundation of New Jersey.

Adult, Senior and Family Programming

The library continued joint programming with our towns through the Clean Communities Grant Program with Chatham Township funding in 2018; Chatham Borough funded a program in 2017.



A variety of library programs for 2018 included musical performances and lectures, income tax assistance, Italian language conversation groups, history and travel lectures, book discussion groups, theatrical performances, retirement and financial planning seminars, computer researching classes, drawing and painting classes, health and wellness seminars, yoga and meditation classes, employment networking groups, an adult summer reading club, telescope demonstrations, a grant writing seminar for nonprofit organizations, and arcade weekends featuring new and old computer games

for all ages. Expanded technology programs were offered to adults and seniors, from beginner to advanced levels using our new mobile computer lab funded by The Friends. Highlights include:

- The launch of an English as a Second Language (ESL) Program with assistance from numerous, dedicated volunteers. Originally an experiment to test demand, subsequent eight-week programs have had full registration with a waiting list to date.
- In honor of National Women’s History Month, our third annual *Notable Women of New Jersey* panel featured a variety of accomplished women from across the state. The panel featured Terrie Carr, Program Director and Midday Host at WDHA-The Rock of New Jersey; Kellye Garrett, Internal Communications Manager at iHeartMedia and author of *Hollywood Homicide*; Nancy Kranich, past President of American Library Association, Rutgers University professor and nationally recognized authority on intellectual freedom; and Kathryn Maiolo, Director of Global Policy and Training, Integrity & Compliance at Novartis Oncology.
- Co-sponsored by the Chatham Municipal Alliance, the Opioid Overdose Prevention Project conducted a training session for using NARCAN Nasal Spray to help reverse an opioid overdose.
- Chatham Adult Lifeworks Learning series (CALL) continued to offer multi-week courses in art, music, history and current events taught by subject specialists and local college faculty. In 2018, classes in current events took center stage, including North Korea, the politics of Russia and an *Ethics in Journalism* series that continued into 2019.



Library Collection

The wonderful library collection of materials that are available to use in the library or borrow for use at home, work or school continue to be the heart of library service. Reading print and eBooks, listening to audiobooks and music CD’s; and watching DVDS continued as 215,243 items were checked out this year.

This year, special emphasis was placed on resources for the visually impaired. A menu of resources was created in both audio and print formats and is now available in the library and through the library website.

COMMUNITY CENTER

The library continued to form partnerships with other community organizations. One of the most inclusive initiatives was the Stay Advisory Committee, which was developed to provide Chatham parents and caregivers with access to the information that can help their young loved ones cope with crisis situations. The goal is to prevent suicide attempts. The School District of the Chathams, Chatham Borough Council, Chatham Township Committee, and Municipal Alliance Committee of the Chathams worked together with library staff to sponsor and present ongoing resources and programming. This programming continued in 2019.

Community organizations using the facility in 2018 included: Toastmasters, Sierra Club, Chatham Democrats, Chatham Republicans, Chatham Community Players, Tri-Town Coalition, Woman's Club of Chatham, Chatham United Soccer, Chatham Borough Historical Society, Historical Society of Chatham Township, Chatham Boy Scouts, Chatham Girl Scouts, Chatham Township Environmental Commission, Chatham Antiques Club, Morris County Embroiderers' Guild, Garden State Quilters, Chatham Court Condo Association, New Jersey Watercolor Society, Chatham Brass Band, Writer's Circle, Autism Speaks, PEO Group, Kiwanis, Chatham PTO, Chatham Moms for Change, Alumni Association of the College of St. Elizabeth, Chatham Track and Field, Culture Committee of the Chathams, Vernon Grove Condo Association, Metropolitan Orchestra of NJ Board, United Way of Northern NJ, Chatham Baseball, Community Garden of the Chathams, Chatham Township Open Space Committee, the Chatham Municipal Alliance, and the Chatham Perennial Garden Club.

The library served as a warming center in early 2018, providing ten (10) additional charging stations accommodating up to 12 devices each. All stations were used simultaneously at some times during a major power outage.

LIBRARY SUPPORTERS



In addition to the overwhelming number of donors this year, Friends of the Library continued to be the best friends a library could have. They sponsored art shows, provided funding for our children's programming and our teen programs as well as many adult programs.

They worked year-round to prepare for the Annual Book Sale and donated \$25,000 to the library and also generously donated to the *Bridging Space to Place* campaign.

The success of Library of The Chathams overall is due to the dedication and visionary leadership of our Board of Trustees. Thank you to our 2018 Board of Trustees.

2019 Board of Trustees



*Top left: Thomas E. Browne, Susan Allen, Andy Hollander
Top right: Mayor Bruce Harris, Peggy Nelson, Mayor Tayfun Selen,
Barb Montague, Danielle Dagounis. Not pictured: Bill Holmes.*

2018 Board of Trustees

Andy Hollander, President
Peggy Nelson, Vice President
Susan Allen, Secretary
Barb Montague, Treasurer
Thomas E. Browne, Trustee

Bill Holmes, Trustee
Bruce Harris, Borough Mayor
Kevin Sullivan, Township Representative
Danielle Dagounis, Superintendent's
Alternate