

# HILLSDALE FREE PUBLIC LIBRARY ANNUAL REPORT 2010



“May we help you?”

**SUBMITTED BY**

**DAVID J. FRANZ  
LIBRARY DIRECTOR**

**WITH ASSISTANCE FROM  
LAURA LEONARD  
LIBRARIAN  
AND  
CINDY GREENWALD  
CHILDREN’S LIBRARIAN**

**FEBRUARY 2010  
(FINAL BUDGET UPDATED JUNE 10, 2011)**

|  |        |
|--|--------|
| Executive summary.....                           | - 2 -  |
| I. Circulation statistics .....                  | - 3 -  |
| Daily circulation averages 2006 - 2010 .....     | - 5 -  |
| Average hourly circulation by day 2010.....      | - 6 -  |
| Circulation by material type and department..... | - 6 -  |
| Reciprocal borrowing.....                        | - 9 -  |
| Reciprocal borrowing 2000 – 2010.....            | - 9 -  |
| Electronic loans.....                            | - 10 - |
| II. Collections.....                             | - 11 - |
| Collection diversity.....                        | - 12 - |
| Collection age .....                             | - 13 - |
| III. Hours of service .....                      | - 13 - |
| Manpower .....                                   | - 14 - |
| Public Computer Usage .....                      | - 14 - |
| Volunteers .....                                 | - 15 - |
| IV. Patron registration and library use.....     | - 15 - |
| V. Programs .....                                | - 17 - |
| VI. Other activities.....                        | - 16 - |
| 2010 Statement of value.....                     | - 17 - |
| 2010 OPERATING BUDGET.....                       | - 18 - |
| Librarian’s Appendix .....                       | - 20 - |
| BCCLS Libraries used for comparison.....         | - 25 - |

## Executive summary

Highlights from the year:

- ☞ Children's circulation dropped by over 10,000 items – But,
- ☞ Our children's circulation (110,847) was higher than the TOTAL circulation of 31 other BCCLS libraries.
- ☞ Circulation remains 32% higher than our highest circulating neighbor. (Higher than Montvale by 53,337, higher than Westwood by 72,668 or 49%!)
- ☞ We circulate more items in the first 5 hours of operation than 32 other libraries circulate during an entire day.
- ☞ Excluding miscellaneous one-time expenses, our operating budget remained unchanged.
- ☞ Manpower increased by only 1/10<sup>th</sup> of a full time equivalent.
- ☞ The cost per circulation remains one of the lowest in the Bergen County Cooperative Library System. In 2010 it was **\$3.40** per circulation.
- ☞ There were approximately 121,717 visitors to the library.
- ☞ **36%** of Hillsdale residents used a library card at least once during the year. The BCCLS system average is 28%.
- ☞ All of the public PCs were replaced in 2010.

The library circulated 221,504 items. This is a conservative total of over **\$3.3 million** in material value circulated on an operating budget of \$733,529 (excludes one time charges). This is a return on investment of 486% on the Borough's contribution of \$683,178. The library's circulation is far above that of local averages for libraries serving a similar population size and operating in our budget range. The library's overall operating budget closely follows local averages. As a percentage of our budget, we spent less on salaries and wages than local averages, enabling us to match spending on materials. In summary, the library continues to operate at a very high level of efficiency and productivity.

There are no statewide comparisons due to a change in the annual report provided by the State Library. A breakdown of statistics by population served or by budget size was not provided.

Comparisons to similar Bergen libraries are limited to those serving populations between 7,000 and 13,000 with 2009 operating budgets between \$600K and \$800K. The Bergen County Cooperative Library System statistics are available at: <http://www.bccls.org>

The BCCLS libraries used for comparison are:

Closter, Cresskill, Edgewater, Montvale, Oakland, Oradell, Park Ridge, Ridgefield, Ridgefield Park, River Edge, River Vale, Saddle Brook, Waldwick, Washington Twp, Westwood.

## I. Circulation statistics

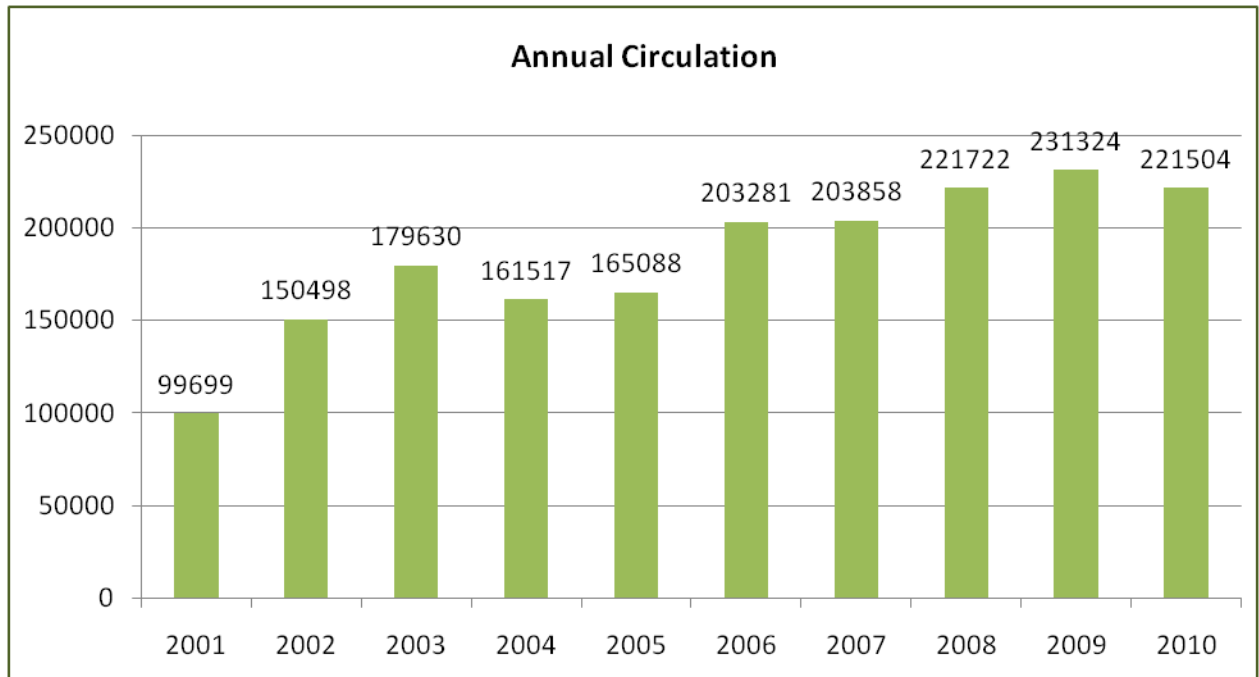
The computer registers a circulation every time an item is charged to a patron. Renewals also register as circulations. Approximately 23% of the circulation reported is a result of renewals. The following circulation reflects the number of Hillsdale items charged out to either Hillsdale borrowers or to borrowers from other libraries. In 2010 the library circulated 221,504 items. This includes 753 downloadable audio and/or eBooks. The children's department saw a drop off in borrowing of DVDs, paperbacks, and picture books. For the first time in decades, the circulation of adult materials equaled that of children's materials.

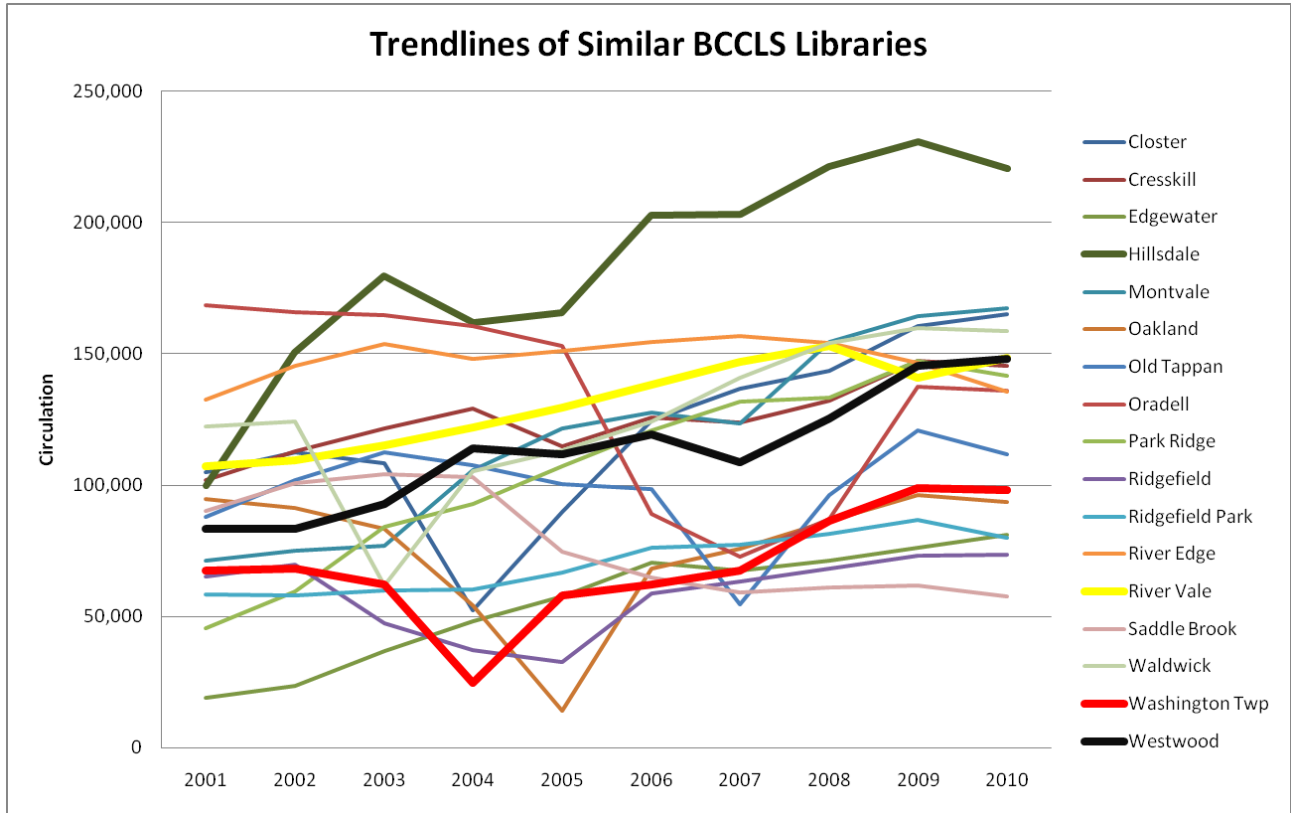
The 2010 average for similar Bergen libraries was 128,136.

Hillsdale's 2010 circulation per capita was 22 items.

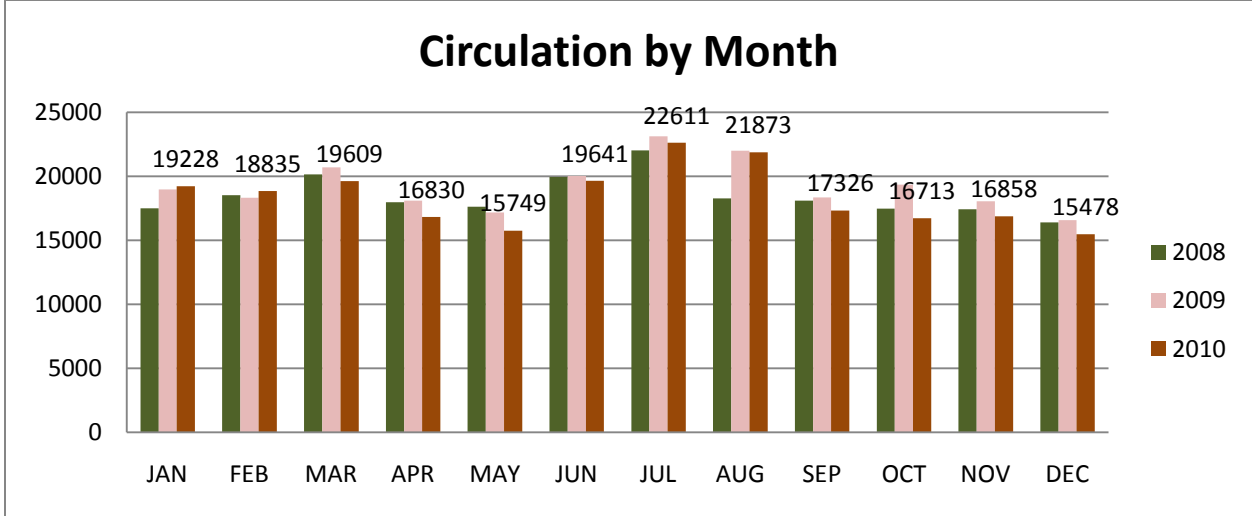
The 2010 average circulation per capita for similar Bergen libraries was 14.1 items.

Annual circulation totals 2001 – 2010.

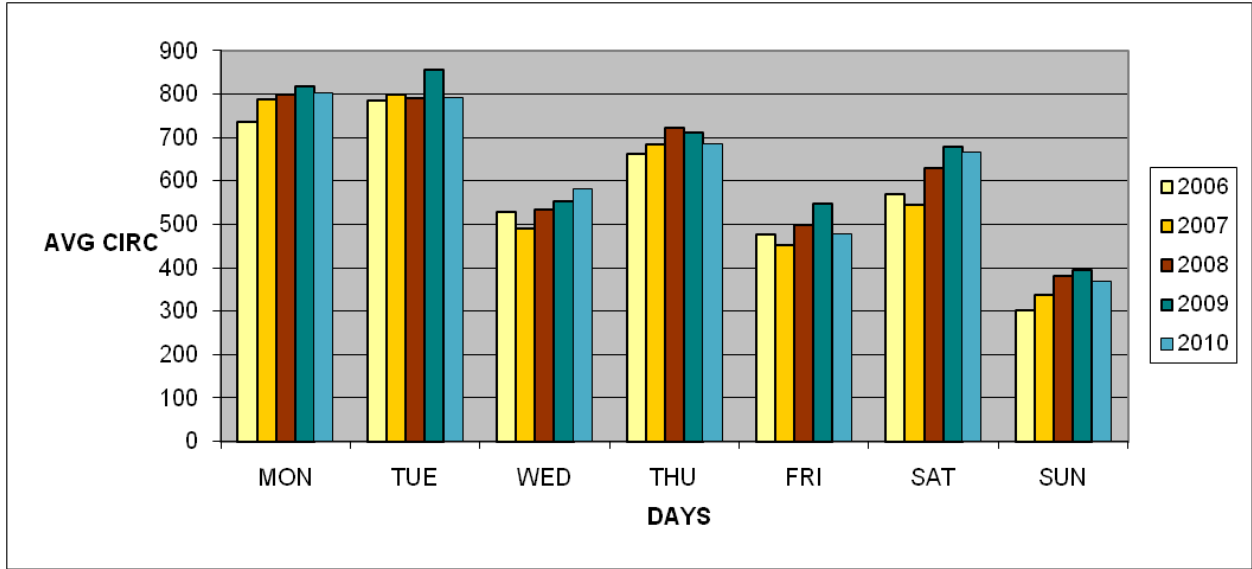




**Overall circulation by month 2008-2010.**

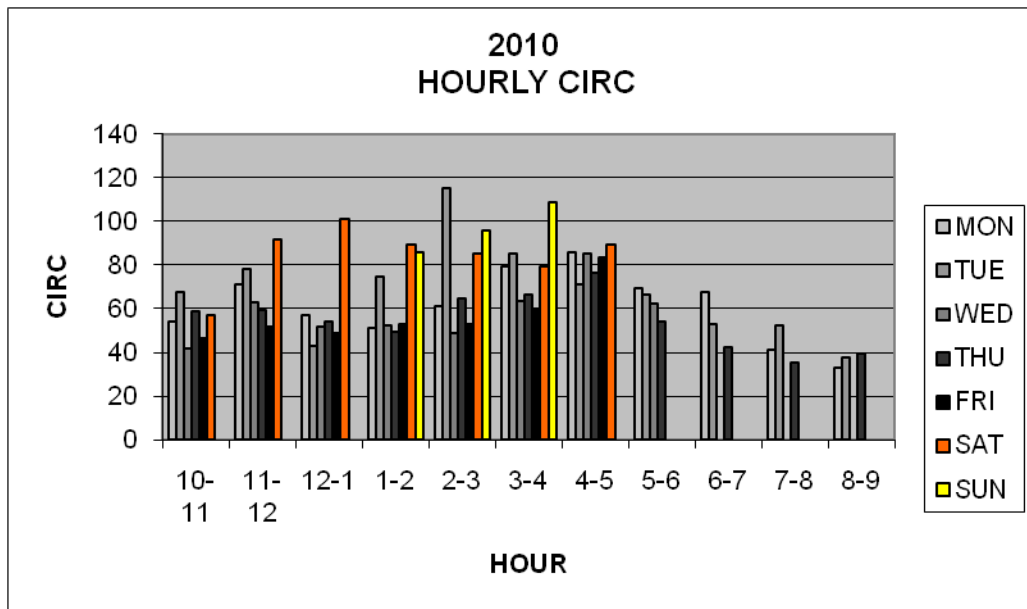


**Daily circulation averages 2006 - 2010.**



**Average hourly circulation by day 2010.**

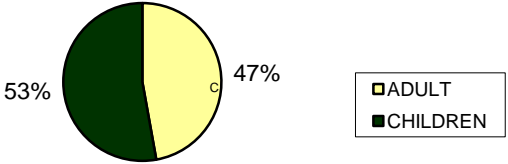
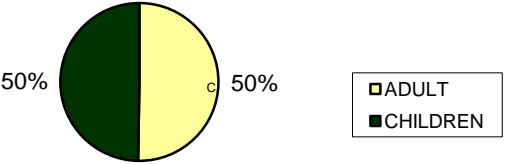
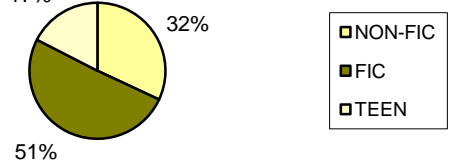
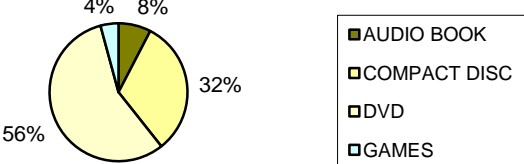
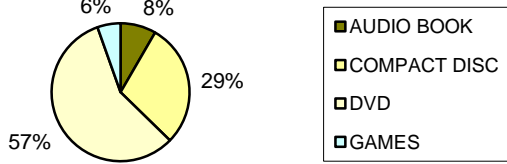
| HOUR  | MON | TUE | WED | THU | FRI | SAT | SUN |
|-------|-----|-----|-----|-----|-----|-----|-----|
| 10-11 | 54  | 68  | 42  | 59  | 47  | 57  |     |
| 11-12 | 71  | 78  | 63  | 59  | 52  | 92  |     |
| 12-1  | 57  | 43  | 52  | 54  | 49  | 101 |     |
| 1-2   | 51  | 75  | 52  | 49  | 53  | 89  | 86  |
| 2-3   | 61  | 115 | 49  | 65  | 53  | 85  | 96  |
| 3-4   | 79  | 85  | 63  | 66  | 59  | 79  | 109 |
| 4-5   | 86  | 71  | 85  | 76  | 84  | 89  |     |
| 5-6   | 69  | 66  | 62  | 54  |     |     |     |
| 6-7   | 68  | 53  |     | 43  |     |     |     |
| 7-8   | 41  | 52  |     | 35  |     |     |     |
| 8-9   | 33  | 38  |     | 39  |     |     |     |



**Circulation by material type and department.**

The adult collection continues to show signs of improvement. The ratio of adult circulation compared to the children’s room improved by three percentage points to 50%. By comparison, in 2001 adult materials accounted for only 33% of all circulation. Overall adult circulation increased by 1,102 items. Overall juvenile circulation dropped 11,007 (-9%). The largest drops were board books (-1,096 21%), picture books (-1,359 8%), paperbacks (-3,309 9%), and DVDs (-3,438 11%).

There was no dramatic change in the proportional circulation between books and media. Children’s books continue to account for 71% of juvenile circulation.

| Circulation by departments and material types<br>2009   | Circulation by departments and material types<br>2010 |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |
|---|---|------------|-------------|-----|--------------|-----|---|---------------|--|-------------|--|---------------|------------|------------|-----|--------------|-----|-----|----|-------|-----|
| <p>2009 CIRCULATION BY DEPARTMENT</p>  <table border="1"> <tr> <th>Department</th> <th>Percentage</th> </tr> <tr> <td>ADULT</td> <td>47%</td> </tr> <tr> <td>CHILDREN</td> <td>53%</td> </tr> </table>   | Department  | Percentage | ADULT       | 47% | CHILDREN     | 53% | <p>2010 CIRCULATION BY DEPARTMENT</p>  <table border="1"> <tr> <th>Department</th> <th>Percentage</th> </tr> <tr> <td>ADULT</td> <td>50%</td> </tr> <tr> <td>CHILDREN</td> <td>50%</td> </tr> </table>      | Department    | Percentage   | ADULT       | 50%  | CHILDREN      | 50%        |            |     |              |     |     |    |       |     |
| Department  | Percentage  |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |
| ADULT   | 47%   |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |
| CHILDREN  | 53%   |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |
| Department  | Percentage  |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |
| ADULT   | 50%   |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |
| CHILDREN  | 50%   |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |
| <p>2009 ADULT CIRCULATION</p>  <table border="1"> <tr> <th>Material Type</th> <th>Percentage</th> </tr> <tr> <td>ADULT BOOKS</td> <td>51%</td> </tr> <tr> <td>ADULT MEDIA</td> <td>49%</td> </tr> </table>  | Material Type   | Percentage | ADULT BOOKS | 51% | ADULT MEDIA  | 49% | <p>2010 ADULT CIRCULATION</p>  <table border="1"> <tr> <th>Material Type</th> <th>Percentage</th> </tr> <tr> <td>ADULT BOOKS</td> <td>50%</td> </tr> <tr> <td>ADULT MEDIA</td> <td>50%</td> </tr> </table> | Material Type | Percentage   | ADULT BOOKS | 50%  | ADULT MEDIA   | 50%        |            |     |              |     |     |    |       |     |
| Material Type   | Percentage  |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |
| ADULT BOOKS   | 51%   |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |
| ADULT MEDIA   | 49%   |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |
| Material Type   | Percentage  |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |
| ADULT BOOKS   | 50%   |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |
| ADULT MEDIA   | 50%   |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |
| <p>2009 ADULT BOOK CIRCULATION</p>  <table border="1"> <tr> <th>Category</th> <th>Percentage</th> </tr> <tr> <td>NON-FIC</td> <td>31%</td> </tr> <tr> <td>FIC</td> <td>50%</td> </tr> <tr> <td>TEEN</td> <td>19%</td> </tr> </table>   | Category  | Percentage | NON-FIC     | 31% | FIC          | 50% | TEEN  | 19%           | <p>2010 ADULT BOOK CIRCULATION</p>  <table border="1"> <tr> <th>Category</th> <th>Percentage</th> </tr> <tr> <td>NON-FIC</td> <td>32%</td> </tr> <tr> <td>FIC</td> <td>51%</td> </tr> <tr> <td>TEEN</td> <td>17%</td> </tr> </table> | Category    | Percentage   | NON-FIC       | 32%        | FIC        | 51% | TEEN         | 17% |     |    |       |     |
| Category  | Percentage  |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |
| NON-FIC   | 31%   |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |
| FIC   | 50%   |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |
| TEEN  | 19%   |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |
| Category  | Percentage  |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |
| NON-FIC   | 32%   |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |
| FIC   | 51%   |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |
| TEEN  | 17%   |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |
| <p>2009 ADULT MEDIA CIRCULATION</p>  <table border="1"> <tr> <th>Material Type</th> <th>Percentage</th> </tr> <tr> <td>AUDIO BOOK</td> <td>8%</td> </tr> <tr> <td>COMPACT DISC</td> <td>56%</td> </tr> <tr> <td>DVD</td> <td>4%</td> </tr> <tr> <td>GAMES</td> <td>32%</td> </tr> </table> | Material Type   | Percentage | AUDIO BOOK  | 8%  | COMPACT DISC | 56% | DVD   | 4%            | GAMES  | 32%         | <p>2010 ADULT MEDIA CIRCULATION</p>  <table border="1"> <tr> <th>Material Type</th> <th>Percentage</th> </tr> <tr> <td>AUDIO BOOK</td> <td>8%</td> </tr> <tr> <td>COMPACT DISC</td> <td>57%</td> </tr> <tr> <td>DVD</td> <td>6%</td> </tr> <tr> <td>GAMES</td> <td>29%</td> </tr> </table> | Material Type | Percentage | AUDIO BOOK | 8%  | COMPACT DISC | 57% | DVD | 6% | GAMES | 29% |
| Material Type   | Percentage  |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |
| AUDIO BOOK  | 8%  |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |
| COMPACT DISC  | 56%   |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |
| DVD   | 4%  |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |
| GAMES   | 32%   |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |
| Material Type   | Percentage  |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |
| AUDIO BOOK  | 8%  |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |
| COMPACT DISC  | 57%   |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |
| DVD   | 6%  |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |
| GAMES   | 29%   |            |             |     |              |     |   |               |  |             |  |               |            |            |     |              |     |     |    |       |     |





Notes: "Other" children's books include board books, picture books, easy readers and graphic novels.

"Other" children's media include audio books, CD-Rom, and compact discs.

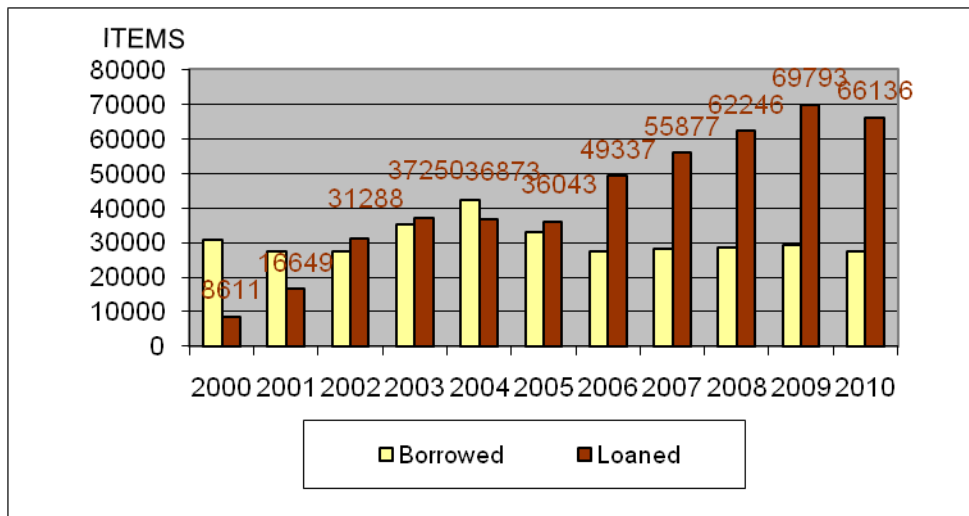
## ***Reciprocal borrowing***

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.

In 2010, the number of items loaned dropped by 5%. Washington Twp. accounted for 8.8% (9.3%) of our circulation. Westwood accounted for 6.7% (4.9%). River Vale accounted for 4.2% (3.8%). 2009 percentages in parenthesis. Hillsdale Library filled 17.6% of all demand from Washington Twp patrons. Hillsdale Library filled 9.5% of all demand from Westwood patrons.

The library receives a reimbursement from BCCLS whenever lending exceeds borrowing (net plus). The net plus reimbursements received for 2010 totaled \$17,210 (\$17,252 in 2009).

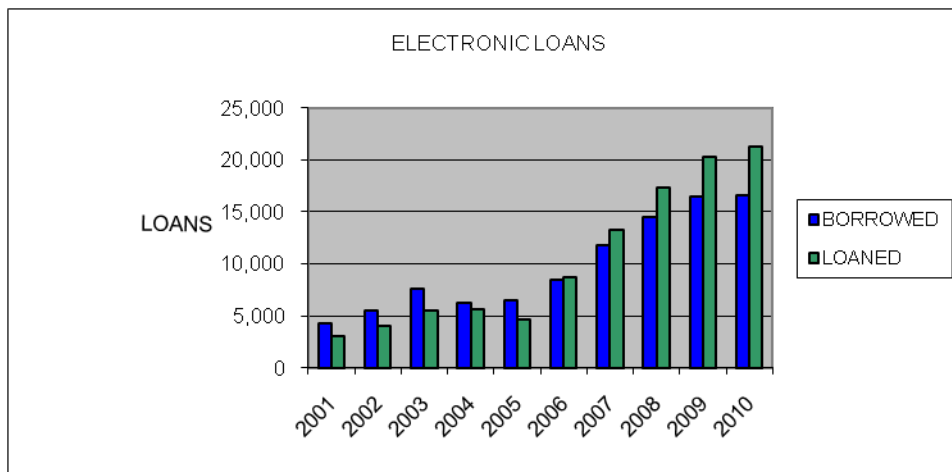
### ***Reciprocal borrowing 2000 – 2010.***



|      | <b>BORROWED</b> |      | <b>LOANED</b> |     |
|------|-----------------|------|---------------|-----|
| 2001 | 27312           | -11% | 16649         | 93% |
| 2002 | 27456           | 1%   | 31288         | 88% |
| 2003 | 35356           | 29%  | 37250         | 19% |
| 2004 | 42199           | 19%  | 36873         | -1% |
| 2005 | 33098           | -22% | 36043         | -2% |
| 2006 | 27388           | -17% | 49337         | 37% |
| 2007 | 28165           | 3%   | 55877         | 13% |
| 2008 | 28504           | 1%   | 62246         | 11% |
| 2009 | 29325           | 3%   | 69793         | 12% |
| 2010 | 27462           | -6%  | 66136         | -5% |

## Electronic loans

Electronic Loans are a subset of reciprocal circulation. Instead of patrons doing the work, library staff devote their 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. When receiving items from libraries they are unpackaged, routed in, and the patron is contacted. Fulfilling loan requests from other libraries is a time intensive activity. Each transaction may take an average of 2 minutes in staff time. In 2010, processing electronic loans consumed 69% of a full-time (35 hour/wk) staff member's time. In 2001, it was 14%.



|      | BORROWED | CHANGE | LOANED | CHANGE |
|------|----------|--------|--------|--------|
| 2001 | 4,345    |        | 3,105  |        |
| 2002 | 5,458    | 25.6%  | 4,001  | 28.9%  |
| 2003 | 7,611    | 39.4%  | 5,495  | 37.3%  |
| 2004 | 6,261    | -17.7% | 5,643  | 2.7%   |
| 2005 | 6,530    | 4.3%   | 4,715  | -16.4% |
| 2006 | 8,430    | 29.1%  | 8,738  | 85.3%  |
| 2007 | 11,848   | 40.5%  | 13,212 | 51.2%  |
| 2008 | 14,441   | 21.9%  | 17,335 | 31.2%  |
| 2009 | 16,444   | 13.9%  | 20,282 | 17.0%  |
| 2010 | 16,653   | 1.3%   | 21,279 | 4.9%   |

## II. Collections

Materials are constantly added and withdrawn from the library. The library expended \$98,988 (13.1% of the budget) on materials in 2010. This is a \$1,990 increase from 2009. 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 12% of the collection and accounts for 38.8% of circulation.

Books represent 88% of the collection and accounts for 59.5% of circulation. Loose issue magazines are omitted from these calculations. Magazines account for 1.7% of all circulation.

The 2009 Bergen libraries average materials budget was \$98,967 or 13.3%

| <b>ADULT COLLECTIONS</b>      | <b>ADDED 2010</b> |
|-------------------------------|-------------------|
| NON-FIC                       | <b>945</b>        |
| FICTION                       | <b>1534</b>       |
| TEEN                          | <b>624</b>        |
| REFERENCE                     | <b>61</b>         |
| AUDIO BOOKS                   | <b>232</b>        |
| MUSIC                         | <b>353</b>        |
| VIDEO                         | <b>497</b>        |
|                               |                   |
| <b>CHILDREN'S COLLECTIONS</b> |                   |
| NON-FICTION                   | <b>266</b>        |
| FICTION                       | <b>1941</b>       |
| BOARDBOOK                     | <b>125</b>        |
| PICTUREBOOK                   | <b>534</b>        |
| EASY READERS                  | <b>121</b>        |
| AUDIOBOOKS                    | <b>30</b>         |
| MUSIC                         | <b>17</b>         |
| VIDEO                         | <b>344</b>        |

Hillsdale's total collection excluding periodicals is 71,727 items.

The 2009 Bergen libraries average collection was 58,698.

## ***Collection diversity***

|                               |               |
|-------------------------------|---------------|
| <b>ADULT COLLECTIONS</b>      |               |
| NON-FIC                       | 12,336        |
| FICTION                       | 12,075        |
| TEEN                          | 3,817         |
| REFERENCE                     | 907           |
| AUDIO BOOKS                   | 1,015         |
| MUSIC                         | 2,439         |
| VIDEO                         | 2,535         |
|                               |               |
| BOOKS                         | 29,135        |
| MEDIA                         | 5,989         |
|                               |               |
| <b>CHILDREN'S COLLECTIONS</b> |               |
| NON-FICTION                   | 6,565         |
| FICTION                       | 18,154        |
| BOARDBOOK                     | 1,288         |
| PICTUREBOOK                   | 6,128         |
| EASY READERS                  | 1,616         |
| AUDIOBOOKS                    | 183           |
| MUSIC                         | 291           |
| VIDEO                         | 2,378         |
|                               |               |
| BOOKS                         | 33,751        |
| MEDIA                         | 2,852         |
|                               |               |
| <b>Total Collection</b>       | <b>71,727</b> |

## **Collection age**

Age of the collection is based upon the publication date of the items in the collection. The overall collection continues to improve. Non-fiction remains the focus of targeted weeding and development. Although many new reference and non-fiction titles have been purchased, some old classics are bringing down the averages.

|                  | Hillsdale<br>2009 | BCCLS<br>2010 | Hillsdale<br>2010 | River Vale<br>2010 | Westwood<br>2010 |
|------------------|-------------------|---------------|-------------------|--------------------|------------------|
| All Collections  | 1999              | 1997          | 2000              | 2000               | 1997             |
| Adult Nonfiction | 1991              | 1995          | 1993              | 1998               | 1993             |
| Adult Fiction    | 2003              | 2000          | 2004              | 2002               | 1996             |
| Juvenile         | 1999              | 1996          | 2000              | 1997               | 1998             |
| Juvenile Media   | 2003              | 2003          | 2004              | 2004               | 2001             |
| Media            | 2003              | 2003          | 2004              | 2003               | 2000             |
| Reference        | 1988              | 1984          | 1989              | 1992               | 1985             |
| Young Adult      | 2003              | 2002          | 2005              | 2001               | 2004             |

## **III. Hours of service**

The library was open 2,844 hours and 336 days in 2010.

The library was open 2,843 hours and 337 days in 2009.

The library was open 2,876 hours and 342 days in 2008.

The library was open 2,844 hours and 339 days in 2007.

The library was open 2,849 hours and 338 days in 2006.

The library was open 2,809 hours and 320 days in 2005.

The library was open 2,593 hours and 324 days in 2004.

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 5.9 FTE. The overall manpower is 9.9 FTE.

Part-time employee hours in 2009:

|                                |               |
|--------------------------------|---------------|
| <b>Page Hours</b>              | <b>802</b>    |
| <b>Library Assistant Hours</b> | <b>9,601</b>  |
| <b>Sunday Librarian Hours</b>  | <b>52</b>     |
| <b>Total P-T Hours</b>         | <b>10,507</b> |

Part-time employee hours in 2010:

|                                |               |
|--------------------------------|---------------|
| <b>Page Hours</b>              | <b>763</b>    |
| <b>Library Assistant Hours</b> | <b>9,968</b>  |
| <b>Sun Librarian Hours</b>     | <b>0</b>      |
| <b>Total P-T Hours</b>         | <b>10,731</b> |

FTE=35 hours x 52 weeks

1,820.00

PT FTE =

5.8

FTE=35 hours x 52 weeks

1,820.00

PT FTE =

5.9

Hillsdale expended \$359,611 on salaries and wages in 2010. When combined with benefits, social security, and insurance, personnel expenses totaled \$457,704 or 61% of the budget.

The 2009 average for Bergen libraries was \$483,473 or 64.7%

## **Public Computer Usage**

The library makes available 18 computer workstations for the public. Users are guaranteed up to one hour at a PC per day, but frequently longer sessions may occur depending upon demand. During the year approximately 17,924 individual sessions occurred. This is a slight drop from 2009. On a per-PC basis, the rate of use remained the same. Figures are based upon sign-ups at the main desk. Statistics for the children room were not generated as we currently do not register users of the kids pcs. This also does not include users of our Wi-Fi access.

### **Average Number of Daily Sessions.**

|      | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday | Totals |
|------|--------|---------|-----------|----------|--------|----------|--------|--------|
| 2007 | 66     | 66      | 55        | 63       | 43     | 47       | 26     | 17,878 |
| 2008 | 76     | 72      | 57        | 70       | 47     | 48       | 29     | 19,682 |
| 2009 | 71     | 68      | 56        | 67       | 46     | 45       | 30     | 18,643 |
| 2010 | 68     | 68      | 52        | 63       | 45     | 44       | 29     | 17,924 |

## **Volunteers**

43 volunteers provided 2,567 hours of service.

Most 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. There are currently 25 adult volunteers at the start of 2010. Doris Streich is responsible for coordinating all of the tutors and students. Doris volunteers at the library between 8 and 15 hours weekly, approximately 400 hours annually. Tutors account for over 2,061 hours annually.

A list of volunteer opportunities is found on the library website.

## **IV. Patron registration and library use**

448 people received Hillsdale Library cards in 2010. Of the 5,740 currently registered users 3,671 used their card at least once during 2010. That represents 36% of the population of the Borough. The BCCLS system-wide average is 28%. This percentage is not always a precise representation because families may use only one card to borrow materials for several family members. These are typically residents that have moved on in one way or another. Registration percentage comparisons with other towns vary widely due to variety of retention policies.

| PATRON REGISTRATION    |       |       |       |       |       |            |
|------------------------|-------|-------|-------|-------|-------|------------|
|                        | 2006  | 2007  | 2008  | 2009  | 2010  | Population |
| NEW REGISTRATIONS      | 545   | 458   | 558   | 470   | 448   | 10,087     |
| TOTAL CARDS            | 7,169 | 6,767 | 5,856 | 5,893 | 5,740 |            |
| % OF POPULATION        | 71%   | 67%   | 58%   | 58%   | 57%   |            |
| CARDS USED DURING YEAR | 3,733 | 3,650 | 3,729 | 3,752 | 3,671 |            |
| % OF POPULATION        | 37%   | 36%   | 37%   | 37%   | 36%   |            |



## **V. Programs**

During 2010, 2,543 people attended 150 library sponsored programs. In accordance with State Library reporting procedures, individual story time sessions are recorded as single programs.

1,054 people attended 94 programs and/or meetings sponsored by community organizations. A total of 3,597 people participated in 244 programs/events.

## **VI. Other activities**

The staff of the library actively participates at workshops and meetings of the Bergen County Cooperative Library System and within the New Jersey Library Association. Laura Leonard serves on the Young Adult section of NJLA. David Franz serves as trustee on the board of the Literacy Volunteers of Pascack Valley.

### 2010 Awards and Honors

- Received a public relations award from the New Jersey Library Association for our “Staff Picks” publicity campaign which combined custom t-shirts and life size cardboard cutouts of staff recommending their favorite books, music, and movies.

- **2010 Statement of value**

5740 Registered Hillsdale Patrons  
3671 Used their card at least once in 2010.  
10087 2001 Population  
**56.9%** Hillsdale Residents are registered users of the library.  
County average is 58%

221,504 Number of items circulated by the library in 2010.  
\$15.00 Conservative cost of an average library item  
**\$3,322,560.00** Total value of items circulated by the Hillsdale library  
**A return on investment of 486%**

---

\$683,178.00 2010 budget commitment toward the library from the Borough

**\$2,639,382.00** Total SAVINGS to residents of Hillsdale from the maintenance of a free public library in 2010.  
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 **\$3,322,560.00** over the the course of 2010.

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.

# 2010 OPERATING BUDGET

| 2010 Budget Summary                      | 2009<br>BUDGET | 2009<br>FINAL  | 2010<br>BUDGET | 2010<br>FINAL  |
|--|----------------|----------------|----------------|----------------|
| <b>LIBRARY BUDGET LINES</b>              |                |                |                |                |
| <b>01 Collection Development</b>         |                |                |                |                |
| 0110 A - Adult Books                     | 28,800         | 32,486         | 26,070         | 36,739         |
| 0111 C - Children's Books                | 16,000         | 19,017         | 14,500         | 17,196         |
| 0112 YA - Young Adult Books              | 6,500          | 6,672          | 5,885          | 6,937          |
| 0113 R - Reference Books                 | 6,000          | 6,997          | 5,430          | 6,786          |
| 0114 P - Periodicals                     | 6,200          | 6,712          | 5,615          | 6,860          |
| 0120 ABA - Audio Books - Adult           | 7,000          | 6,965          | 6,335          | 6,048          |
| 0121 ABC - Audio Books - Child           | 800            | 928            | 725            | 0              |
| 0130 MA - Music CDs - Adult/YA           | 4,000          | 3,800          | 3,620          | 3,765          |
| 0131 MC - Music CDs - Child              | 300            | 281            | 275            | 116            |
| 0140 VA - Video/DVD - Adult              | 8,500          | 8,890          | 7,690          | 9,069          |
| 0141 VC - Video/DVD - Children's         | 3,000          | 4,249          | 2,713          | 4,279          |
| 0150 - Databases / Software              |                |                |                | 1,194          |
| <b>Total Collection Development</b>      | <b>87,100</b>  | <b>96,998</b>  | <b>78,858</b>  | <b>98,988</b>  |
| <b>02 Maintenance &amp; Utilities</b>    |                |                |                |                |
| 0210 E - Electric                        | 41,100         | 32,717         | 40,000         | 32,478         |
| 0220 G - Gas                             | 10,000         | 8,939          | 11,075         | 7,480          |
| 0230 T - Telephone                       | 3,600          | 3,679          | 3,900          | 3,666          |
| 0240 W - Water                           | 2,350          | 1,823          | 2,350          | 2,155          |
| 0250 - Repairs/ Maintenance              | 2,500          | 6,985          | 3,000          | 9,327          |
| 0260 - Service Contracts                 | 4,700          | 4,445          | 4,800          | 4,036          |
| <b>Total Maintenance &amp; Utilities</b> | <b>64,250</b>  | <b>58,589</b>  | <b>65,125</b>  | <b>59,141</b>  |
| <b>03 Supporting Services</b>            |                |                |                |                |
| 0310 - BCCLS *                           | 22,740         | 22,740         | 23,490         | 23,315         |
| 0320 - Supplies                          | 12,000         | 14,354         | 13,500         | 14,277         |
| 0322 - Photocopier                       | 3,300          | 3,164          | 3,500          | 3,455          |
| 0325 - Postage                           | 1,500          | 1,117          | 1,500          | 1,003          |
| 0340 - Programs                          | 3,000          | 3,498          | 3,000          | 4,690          |
| 0341 - Adult ESL Program                 | 2,000          | 2,000          | 2,000          | 2,000          |
| 0350 - Memberships                       | 350            | 335            | 350            | 335            |
| 0360 - Conferences/Travel                | 2,250          | 1,670          | 1,500          | 1,102          |
| 0380 - Audit                             | 2,500          | 2,500          | 3,500          | 3,250          |
| 0390 - Recording Secretary               | 624            | 520            | 648            | 540            |
| 0392 - Professional Development          | 0              | 0              | 200            | 0              |
| <b>Total Supporting Services</b>         | <b>50,264</b>  | <b>51,898</b>  | <b>53,188</b>  | <b>53,967</b>  |
| <b>04 State Aid</b>                      |                |                |                |                |
| State Aid 2008 for 2009/10 *             | 10,229         | 10,229         |                |                |
| State Aid 2009 for 2010/11               |                |                | 9,348          | 9,348          |
| <b>Total State Aid Expenditures</b>      | <b>10,229</b>  | <b>10,229</b>  | <b>9,348</b>   | <b>9,348</b>   |
| <b>09 Other Expenses</b>                 |                |                |                |                |
| 0910 - Friend's Supported                |                | 5,069          |                | 4,754          |
| 0930 - Miscellaneous                     |                | 4,905          |                | 19,797         |
| 0940 - Bank Charges / discrepancies      |                | 0              |                | 838            |
| 0960 - Reimburse Libraries               |                | 190            |                | 551            |
| <b>Total Unbudgeted items</b>            | <b>0</b>       | <b>10,164</b>  |                | <b>25,940</b>  |
| <b>LIBRARY LINE TOTALS</b>               | <b>211,843</b> | <b>227,877</b> | <b>206,519</b> | <b>247,384</b> |

**BOROUGH BUDGET LINES**

|                                   |                |                |                |                |
|-----------------------------------|----------------|----------------|----------------|----------------|
| <b>Salaries &amp; Wages</b>       | 359,000        | 358,342        | 372,100        | 359,611        |
| <b>Building Maintenance</b>       | 46,360         | 31,151         | 48,678         | 34,719         |
| <b>Disposal Services</b>          | 1,000          | 1,000          | 1,000          | 1,000          |
| <b>Payroll Services</b>           | 2,500          | 983            | 2,500          | 825            |
| <b>Social Security</b>            | 27,464         | 25,986         | 28,466         | 27,102         |
| <b>Insurance - Life</b>           | 400            | 374            | 400            | 374            |
| <b>Insurance - Workers Comp</b>   | 1,400          | 1,400          | 1,400          | 2,640          |
| <b>Insurance - Medical</b>        | 73,500         | 67,023         | 63,000         | 62,720         |
| <b>Insurance - Dental</b>         | 4,429          | 4,344          | 4,284          | 5,256          |
| <b>Insurance - Liability</b>      | 14,479         | 16,205         | 14,479         | 16,698         |
| <b>Total Borough Budget Items</b> | <b>530,532</b> | <b>506,809</b> | <b>536,307</b> | <b>510,946</b> |
| <b>TOTAL LIBRARY EXPENSES</b>     | <b>742,375</b> | <b>734,686</b> | <b>742,826</b> | <b>758,331</b> |

| <b>LIBRARY INCOME</b>   | <b>2009<br/>BUDGET</b> | <b>2009<br/>FINAL</b> | <b>2010<br/>BUDGET</b> | <b>2010<br/>FINAL</b> |
|---|------------------------|-----------------------|------------------------|-----------------------|
| <b>Money handled directly by Boro</b>                         | <b>530,532</b>         | <b>506,809</b>        | <b>536,307</b>         | <b>505,941</b>        |
| <b>Boro Cash Support</b>                                      | 152,996                | 153,176               | 146,871                | 146,871               |
| <b>Boro Reserve Balance Prev. YR -<br/>brought forward*</b>   | 0                      |                       | 24,162                 | 24,162                |
| <b>State Aid</b>  | 10,229                 | 9,348                 | 0                      | 4,787                 |
| <b>Balance State Aid Prev. Yr brought<br/>forward (est.)*</b> |                        | 10,229                | 9,348                  | 9,348                 |
| <b>Used Book Sales</b>  | 2,000                  | 2,928                 | 2,000                  | 2,714                 |
| <b>Donations</b>  | 2,000                  | 7,158                 | 2,000                  | 6,012                 |
| <b>Fines</b>  | 21,200                 | 24,595                | 21,200                 | 21,268                |
| <b>Grants</b>   | 0                      | 0                     | 975                    | 975                   |
| <b>Interest (operating)</b>                                   | 718                    | 204                   | 100                    | 176                   |
| <b>Memberships (WCL)</b>                                      | 8,000                  | 10,875                | 9,000                  | 10,825                |
| <b>Net lender reimbursement</b>                               | 10,000                 | 14,324                | 10,000                 | 25,817                |
| <b>Photocopier</b>  | 1,700                  | 2,498                 | 2,000                  | 2,666                 |
| <b>Miscellaneous</b>  | 3,000                  | 6,625                 | 4,000                  | 6,341                 |

|                             |                |                |                |                |
|-----------------------------|----------------|----------------|----------------|----------------|
| <b>TOTAL LIBRARY INCOME</b> | <b>742,375</b> | <b>748,769</b> | <b>767,963</b> | <b>767,904</b> |
|-----------------------------|----------------|----------------|----------------|----------------|

Updated to reflect final maintenance charge-backs 6/10/2011 - djf

# Librarian's Appendix

## Inter-Library Loan

Through the use of the statewide JerseyCat Interlibrary Loan System our library can borrow from nearly any public and academic library in the State and many others throughout the U.S. We are also called upon to send our unique items to other libraries in the state. In 2010, 43 items were borrowed for Hillsdale patrons and we supplied 151 items to libraries outside of Bergen County.

## Reference

A sampling of reference questions with sources:

### ARTS/LITERATURE

- I need an article from a 2006 issue of "Smithsonian" about who really wrote Shakespeare's plays (Ebsco database)
- So do you have any books on art? What is the definition of art? (*Grove's Dictionary of Art* and *The Dictionary of the History of Ideas*)
- I need information about the author, Michael Shaara (Infotrac's Literature Resource Center)
- I need the play, "You're a Good Man Charlie Brown" (Hillsdale Library) and "Dark at the Top of the Stairs" (Ridgewood Public Library)
- I need literary criticism for the *Tale of Two Cities* (One book in our library and articles accessed through Infotrac's Literature Resource Center)
- I need examples of architecture from ancient China & Japan for a comic strip I am working on (various books from the non-fiction & juvenile collection)

### History/Government/Political

- I need to know what guilds were like in Chaucer's time (two books in the Hillsdale Library)
- Do you have information on the history of the political parties in the US? (two books in the Hillsdale Library)
- I need to know 10 significant events from 2003 (*World Almanac* and "Time" magazine article accessed via Ebsco database)
- What kinds of weapons would an army use to fight zombies? It's for an assignment about the book, *World War Z*. (books on weapons, the military, and special forces were provided)
- I need to know about Petrarch. Actually the patron needed information on how Humanism during the Renaissance affecting Petrarch's writings. (*The Dictionary of the History of Ideas* and a circulating book on the Renaissance)

that the patron checked out. I also ordered a book on Petrarch from another BCCLS library)

### Health/Medicine/Science

- Do you have information about the effect of music on babies' brains? (2 books on music and the brain in our library and articles accessed via Ebsco)
- Two students came in together, each needing biographical information on scientists – Blaise Pascal & Daniel Bernoulli (Infotrac's Biography Resource Center and articles in a reference set). These students were previously turned away at another library.
- How do you plant spider plant babies? (two internet sources with photos)
- I need information about the environmental policy of the US vs other nations (one book in our library and online sources including the [www.un.org](http://www.un.org))
- I need information about the bacteria *Helicobacter pylori*. (five pages in the *Gale Encyclopedia of Medicine*. An entry found using the Ebsco database was emailed to the patron)

### Reader's Advisory

- I need a book for a 9<sup>th</sup> grade girl who liked *Uglies* by Scott Westerfeld (two books were recommended and checked out)
- I'm looking for a novel with the word Lamb in the title. It's about religion. (I used NoveList to identify the book, *Lamb : The Gospel According to Biff, Christ's Childhood Pal*)
- A patron was waiting for the fourth book in the Pretty Little Liars series. I recommend *Private* by Kate Brian while she waited. She has completed all the books in both series!

### Business/Commerce/Finance

- I need a listing of CPAs in Bergen County ([www.aicpa.org](http://www.aicpa.org), [www.moneymattersnj.com](http://www.moneymattersnj.com))
- I want Information about the company Facet BioTech (Business & Company Resource Center via Infotrac)
- A patron came in and stated, "I'm starting a business. Can you help me adjust the order form and show me how to insert a table?" (this was completed in Word on a public PC)
- Where should I send my NJ tax return, the post office did not know. (<http://www.state.nj.us/treasury/taxation/>)

## **TEEN PROGRAMS**

We host various monthly programs, as well as stand-alone events. The monthly programs include: Teen Advisory Group, Pizza & Pages, and The Pascack Valley High School Book Club. Other events include: various game events (both video and board games), craft programs, mystery nights, booknics, and movie screenings. I am very proud of the two book clubs because they are both collaborative projects with the local schools.

Pizza & Pages is in its second year. This is a book club for seventh & eighth grade students at George White Middle School. The librarian with whom I started the club retired, but the new librarian, Stacey Belhumer, wanted to continue the group. The group meets during lunch to discuss the title for that month. Books are ordered through BCCLS and students pick them up at the public library. I create discussion questions prior to the meeting. Pizza is provided with money from The Friends of The Hillsdale Library and the George White FFA. The discussions have been lively and the students are very engaged.

The second book club program is the Pascack Valley High School Book Club. This club meets monthly after school. I recommend titles to the student leader and provide additional discussion questions as needed. I go to PV for the discussions and order copies of the books for students to pick up at the public library. The faculty advisor is Mrs. Bonnie Slockett.

All told 796 teens participated in 55 programs during the course of the year. These statistics include summer events which are described in more detail below.

## **TEEN SUMMER READING REPORT**

The program is designed for students entering grades 7-12. 77 students registered and 70 of those recorded more than one book. I was excited that approximately 30 students joined for the first time this year. 27 boys participated in the program. Although this is an increase over last year, it is still lower than I would like. I will continue to make an effort to attract more boys to the library.

This was the first year that students could record their progress online through a software program provided by Evanced. This program is funded by the New Jersey State Library. I received very positive feedback from the teens. Teens were able to log their progress from any Internet computer at any time. The feature that I like best is the ability for teens to post ratings and reviews of books and events. Over 800 reviews and/or ratings were posted. In past years when the option for creating paper reviews was available I never received more than 15. Reviews & ratings can still be viewed at: <https://nj.evanced.info/hillsdale/sr/homepage.asp>

Students were required to keep a log of the number of pages they read and received prizes at the end of the summer. The teens continue to amaze me with how much they read. Approximately 226,001 pages were recorded, with one teen reading 15,907 pages!! The average teen read 3,183 pages this summer, which is equivalent to approximately 16 books.

In addition, 18 special events were offered. These included a library late night to start off the summer and a wrap-up party in early September to celebrate and distribute prizes. Those two events had the highest attendance with 26 and 35 teens respectively. In total, 235 teens came to library events during the summer.

This program would not be possible without the support of the library staff, especially David Franz, The Board of Trustees, and The Friends of The Library.

## **PROFESSIONAL DEVELOPMENT**

In June I completed my term as President of the Young Adult Section of NJLA. I enjoyed presiding over the meetings, overseeing programs sponsored by the YA section at NJLA's annual Conference, and participating as a member of the Garden State Teen Book Awards committee.

I attended a seminar on Autism and Libraries along with Cindy Greenwald, the Children's Librarian. It was very beneficial to learn concrete ways in which two libraries made their institutions more welcoming and accessible to autistic patrons and their families.



I was able to participate in a webinar entitled, Teen Programs for Less than \$100. This session provided some wonderful ideas and inspiration. I was able to “attend” without leaving the library!

Respectfully submitted,

Laura Leonard  
Reference / Teen Librarian

Libraries used for comparison. Data is 2009 except for 2010 circulation.

|                 | Operating<br>Total | 2009<br>CIRC | Cost<br>per<br>Circ | Pop.   | 2010<br>CIRC | CIR/CAP | Personnel | Pers  | Materials | Mat   | Materials | Per<br>capita<br>Materials |
|-----------------|--------------------|--------------|---------------------|--------|--------------|---------|-----------|-------|-----------|-------|-----------|----------------------------|
| Closter         | 772,881            | 160,559      | 4.81                | 8,383  | 164,992      | 20      | 461,668   | 59.7% | 121,155   | 15.7% | \$14.45   |                            |
| Cresskill       | 782,950            | 147,476      | 5.31                | 7,746  | 145,332      | 19      | 527,600   | 67.4% | 152,364   | 19.5% | \$19.67   |                            |
| Edgewater       | 772,279            | 71,190       | 10.85               | 7,677  | 81,137       | 11      | 467,914   | 60.6% | 163,515   | 21.2% | \$21.30   |                            |
| Hillsdale       | 733,476            | 230,656      | 3.18                | 10,087 | 220,751      | 22      | 457,467   | 62.4% | 103,881   | 14.2% | \$10.30   |                            |
| Montvale        | 758,432            | 154,438      | 4.91                | 7,034  | 167,414      | 24      | 444,434   | 58.6% | 146,900   | 19.4% | \$20.88   |                            |
| Oakland         | 850,427            | 86,267       | 9.86                | 12,466 | 93,452       | 7       | 692,456   | 81.4% | 55,927    | 6.6%  | \$4.49    |                            |
| Oradell         | 648,071            | 87,035       | 7.45                | 8,047  | 135,790      | 17      | \$426,174 | 65.8% | \$89,134  | 13.8% | \$11.08   |                            |
| Park Ridge      | 657,392            | 133,335      | 4.93                | 8,708  | 141,775      | 16      | 391,508   | 59.6% | 117,326   | 17.8% | \$13.47   |                            |
| Ridgefield      | 714,786            | 68,139       | 10.49               | 10,830 | 73,375       | 7       | 472,839   | 66.2% | 85,754    | 12.0% | \$7.92    |                            |
| Ridgefield Park | 719,885            | 81,534       | 8.83                | 12,873 | 79,810       | 6       | 484,938   | 67.4% | 64,225    | 8.9%  | \$4.99    |                            |
| River Edge      | 768,859            | 146,410      | 5.25                | 10,946 | 135,492      | 12      | 625,002   | 81.3% | 69,035    | 9.0%  | \$6.31    |                            |
| River Vale      | 812,741            | 153,087      | 5.31                | 9,449  | 148,576      | 16      | 437,045   | 53.8% | 105,677   | 13.0% | \$11.18   |                            |
| Saddle Brook    | 757,671            | 61,037       | 12.41               | 13,155 | 57,693       | 4       | 517,885   | 68.4% | 50,022    | 6.6%  | \$3.80    |                            |
| Waldwick        | 683,365            | 154,043      | 4.44                | 9,622  | 158,568      | 16      | 439,646   | 64.3% | 100,492   | 14.7% | \$10.44   |                            |
| Washington Twp  | 698,807            | 86,528       | 8.08                | 8,938  | 97,936       | 11      | 371,209   | 53.1% | 69,301    | 9.9%  | \$7.75    |                            |
| Westwood        | 795,474            | 145,469      | 5.47                | 10,999 | 148,083      | 13      | 517,782   | 65.1% | 88,764    | 11.2% | \$8.07    |                            |
| Average         |                    |              |                     |        | 128,136      | 14      | \$483,473 | 64.7% | 98,967    | 13.3% | \$11.01   |                            |