



# South Park Township Library 2020 Annual Report



# TABLE OF CONTENTS

A LETTER FROM THE DIRECTOR	_____	Error! Bookmark not defined.
STATISTICAL SUMMARY	_____	4
Programs & Attendance	_____	4
Circulation & New Services	_____	4-6
FUNDRAISING & GRANTS	_____	8-9
Strategic Planning Goals	_____	9



## FREE LIBRARY SUBSCRIPTION BAGS

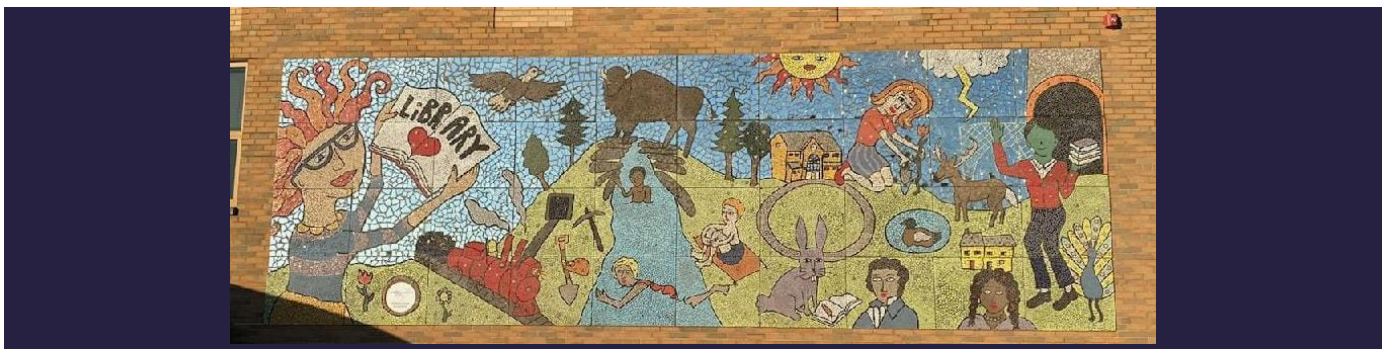
Books, DVDs, Tablets, & More Curated to Your Reading Preferences

# A LETTER FROM THE DIRECTOR

Our library staff started 2020 with big plans to expand our programming, finish our community mosaic mural, and so much more. We had fabulous trips planned for our Adventurer Series, exciting new programming for teens, and amazing speakers lined up for our Munch & Learns. We all know that none of that happened the way we envisioned it. This year was difficult, but our library prevailed thanks to the support of the Township and our generous patrons. I can't express to how hard the staff worked to turn everything virtual. We worked with presenters and patrons to make sure everyone could use and access Zoom, we created grab-and-go kits, and we started a very successful subscription service. Despite what often felt like insurmountable challenges, we managed to keep our virtual library open and create new non-contact services to accommodate everyone.

We reached four major goals this year in spite of everything. First, we hired a new Children's and Teen Library Assistant to help with our larger family programs and add more programs for teens. Second, we received more donations and support from the South Park community than ever before. Third, our library became a PA Forward Gold Star Library. Finally, we completed the Heart of the Community mosaic mural and hung it on the face of our building. Thank you to everyone who donated to our library through these uncertain times. We can't tell you how much we appreciate your support. We look forward to sharing our plans for our next community project involving the preservation of local history with you soon!

Amanda DeKnight, Library Director



# STATISTICAL SUMMARY

## PROGRAMS & ATTENDANCE

Although the library was closed to the public for several months in 2020, the staff continued to offer programming via Zoom and, in some cases, in-person following social distancing guidelines. Due to the circumstances, 41% less programming (fig. 1) was offered in 2020 compared to 2019. However, the average attendance per program was similar (fig. 1 & 2). Without the ability to offer our large family programs like our Christmas Party, in 2020, programs averaged 15.6 attendees versus 16.7 in 2019.

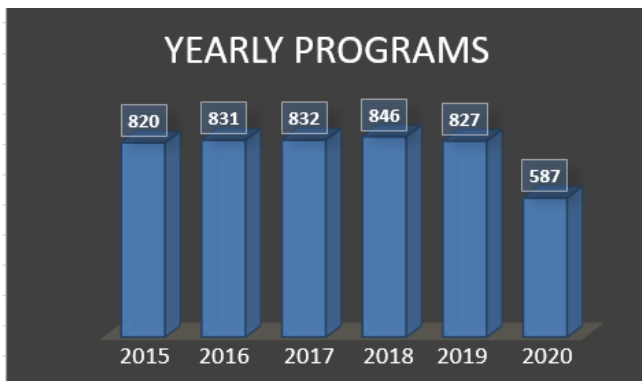


Fig. 1

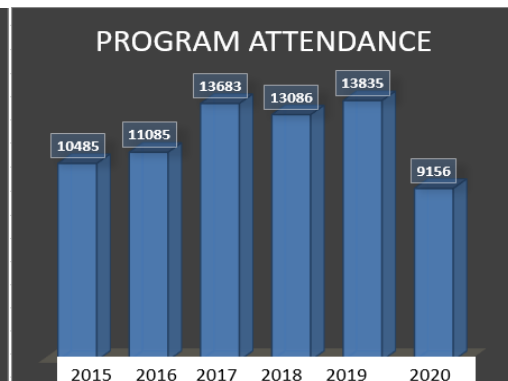


Fig. 2

## CIRCULATION & NEW SERVICES

While circulation is down this year (fig. 3) due to our closure during the early months of the COVID-19 pandemic, circulation began to show a significant increase compared to the previous year in the final quarter of 2020 (fig. 4). The increase is due to the implementation of a new autorenewal policy on items that do not have hold and the introduction of subscription services in September (fig. 5).

### Circulation Statistics

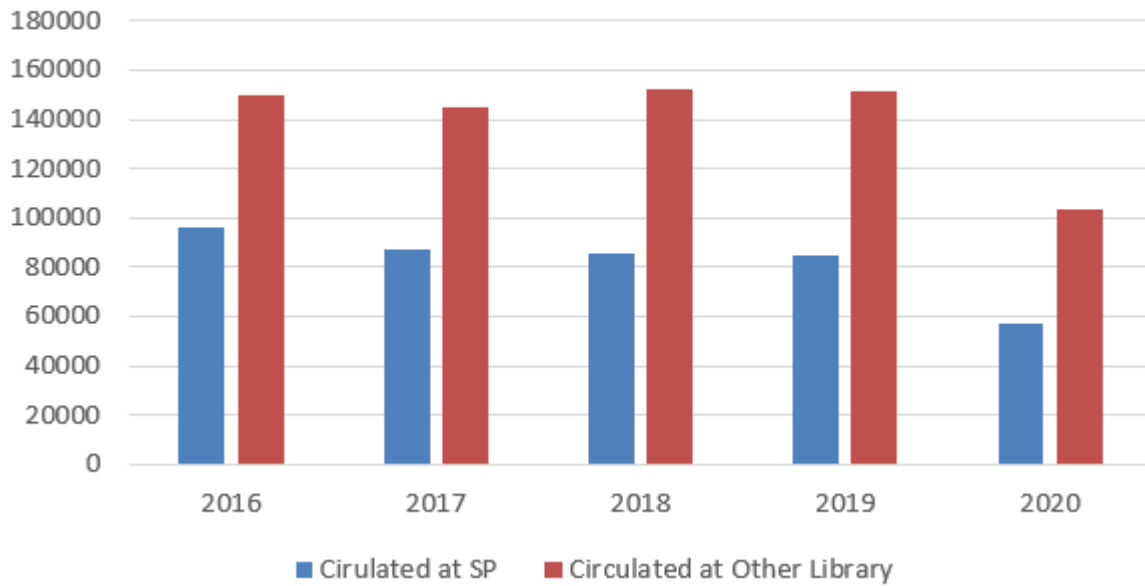


Fig. 3

### Circulation Numbers: Items Circulated at South Park (top) & South Park Items Circulated at Other Libraries (bottom)

2020	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	TOTAL
LIBRARY ATTENDANCE	3,892	4,242	1,492	-	0	0	0	0	1,126	2,365	2,321	1000	16,438
CHECKOUTS													
At South Park	4,876	4,791	2,271	23	23	1,130	1,819	2,010	3,016	3,824	3,526	2,938	30,247
RENEWALS													
At South Park	1,466	2,766	2,228	194	22	1,332	2,221	2,443	2,426	3,520	4,036	4,224	26,878
TOTAL CIRCULATION													
At South Park	6,342	7,557	4,499	217	45	2,462	4,040	4,453	5,442	7,344	7,562	7,162	57,125
% CHANGE FROM LAST MONTH	2%	19%	-40%	-95%	-79%	5371%	64%	10%	22%	35%	3%	-5%	
% CHANGE FROM LAST YEAR	11%	46%	-17%	-96%	-99%	-61%	-41%	-20%	19%	43%	80%	61%	-10%
CHECKOUT													
Of South Park Items	8,511	8,080	3,897	23	24	1,428	3,304	3,807	5,133	5,733	5,108	4,870	49,918
RENEWALS													
Of South Park Items	7,592	5,522	4,017	361	69	3,214	4,107	4,845	4,578	6,044	6,481	6,822	53,652
TOTAL CIRCULATION													
Of South Park Items	16,103	13,602	7,914	384	93	4,642	7,411	8,652	9,711	11,777	11,589	11,692	103,570
% CHANGE FROM LAST MONTH	41%	-16%	-42%	-95%	-76%	4891%	60%	17%	12%	21%	-2%	1%	
% CHANGE FROM LAST YEAR	21%	12%	-38%	-97%	-99%	-66%	-51%	-35%	-18%	-8%	1%	2%	-32%

Fig. 4

After closing on March 14<sup>th</sup> due to a statewide mandatory shutdown, the library was able to begin non-contact pick up service in the vestibule on June 15. The Carnegie Library's countywide delivery service was not available, so patrons were only able to check out items at our location which limited circulation (fig.4). Vestibule pick ups were at a high in August and December as the library was not allowing patrons inside the building due to rising COVID-19 case numbers. In October and November, vestibule pick up numbers were lower as patrons were able to enter the building to browse and check out at the front desk.

2020 COVID Services	August	September	October	November	December	Total
Vestibule Pick Up	453	201	165	157	382	1358
Subscription Bags		87	106	62	123	378

Fig. 5



# FUNDRAISING & GRANTS

Despite having to cancel 6 fundraisers due to the COVID-19 pandemic, the library was only \$1300 shy of its fundraising goal for the year. This is due to a generous increase in appeal donations from patrons. Additionally, these fundraisers and grants contributed to the library exceeding its predicted revenue for the year despite pandemic related revenue reductions from the county, state, and table gaming funds.

## 2020 Fundraiser Planning

### South Park Township Library

Date	Fundraiser	Typical Revenue	Actual Revenue
March	Bingo Tea	\$1200	\$0 Cancelled
April	Friends Book Sale	\$4000	\$0 Cancelled
April	Library Giving Day	\$1000? First year participating	\$1075
August/September	Annual Appeal	\$5500	\$16,267
September	Wine Tasting Fundraiser	\$3000? first year	\$0 Cancelled
September	Tea	\$900	\$510
October	Friends Book Sale	\$3000	\$0 Cancelled
November	Christmas Market	\$1100	\$0 Cancelled
December	Auction Baskets	\$400	\$0 Cancelled
All Year	Donations	\$5000	\$5,842.46
<b>GOAL</b>		<b>\$25,100</b>	<b>\$23,694.46</b>

## Grants Received in 2020

The grants listed below are funds received outside the library's usually revenue streams such as local, county, and state support. The library also received notice of grant funding for a new project that will begin in 2021. See the future planning section for more information.

Grant	Purpose	Amount
Baughman Family Grant	Senior Programming	\$3500
Jack Buncher Foundation Grant-Love Your Library Month Matching Contribution	Any	\$7,269.39
RAD Shared Service Pilot	Any	\$1500
	<b>TOTAL</b>	<b>\$12,269.39</b>

# FUTURE PLANNING

Although the COVID-19 pandemic is still an active problem, we are hopeful that we will be able to hold most of our fundraisers planned for 2021. However, we are aware that particularly the plans for a spring book sale may not be feasible.

## 2021 Fundraiser Planning

### South Park Township Library

Date	Fundraiser	Typical Revenue	Actual Revenue
February	Digital Tea	\$600	
March	Digital Tea	\$500	
April	Friends Book Sale	\$4000	
April	Library Giving Day	\$1000	
August/September	Annual Appeal	\$9000	
September	TBA Fundraiser	\$2000	
September	Tea	\$1200	
October	Friends Book Sale	\$3000	
November	Christmas Market	\$1100	
December	Auction Baskets	\$400	
All Year	Donations	\$6500	
<b>GOAL</b>		<b>\$29,500</b>	

The library received notice at the end of 2020 that it will be receiving grants for two purposes: reimbursement for COVID-19 pandemic related expenses and programming and to start a new community history project. The library will be working with the South Park Historical Society to digitize and preserve its collections. The goal of this project is to increase interest in the rich history of South Park while also improving volunteerism amongst high school students participating in the project.

## 2021 Anticipated Grants

Grant	Purpose	Amount
District Cares Act Fund	PPE	\$1300
Jefferson Regional Foundation COVID 19 Impact Grant	PPE & Digital Programming	\$4700

Anonymous Donor-Innovation & Collaboration Grant	Community History Preservation Project	\$5700
American Library Association Libraries Transform Communities Grant	Community History Preservation Project	\$3000
Jack Buncher Foundation Grant-Love Your Library Month Matching Contribution	Any	\$6000
	<b>TOTAL</b>	<b>\$20,700</b>

### Strategic Plan Goals for 2021

The library developed a new strategic plan in 2020 outlining its goals for the next five years. Should revenue streams remain consistent through these challenging times, the library has planned to reach the following goals:

1. Aesthetic upgrade to parking lot retaining wall
2. Purchase new patron computer chairs and tables
3. Repair exterior lighting
4. Update interior paint
5. Extend library hours to include Monday and Thursday mornings