

Annual Report 2020

A year like none other

Library Mission

The Hoboken Public Library connects people with each other, ideas, and opportunities to support lifelong learning, personal growth, and community development.

Library Board

President

Jerome Abernathy

Treasurer

JoAnn Serrano

Secretary

Susan Murcko

Members

Amanda R. Blaney

Raakhee Mirchandani

Jack Silbert

Kurt Thoens

Mayor's Representative

Jason Freeman

Board Superintendent

Alternate

Jennifer Evans

Ex-Officio

Mayor Ravi Bhalla

Superintendent

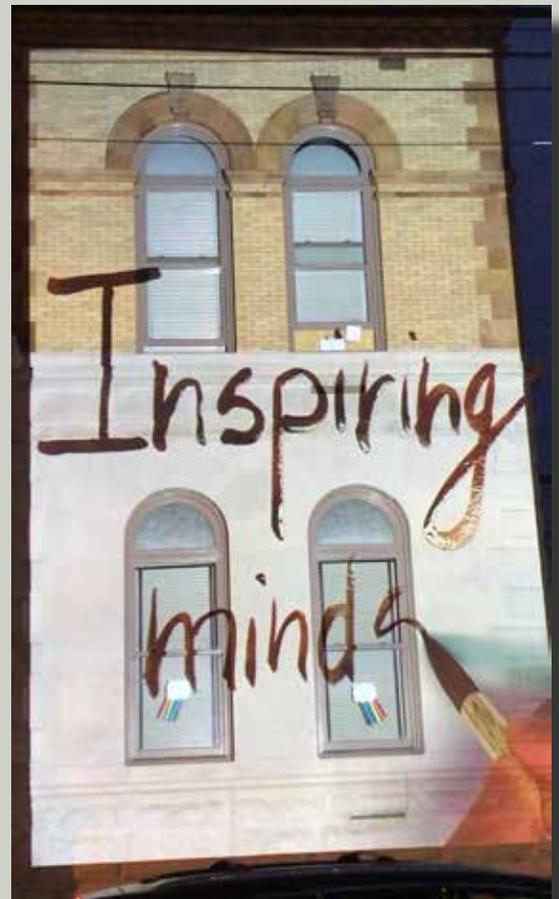
Dr. Christine Johnson

Library Director

Lina Podles

Recording Secretary

Clark Matthews



During 2020, the Library marked the 130th Anniversary of its Founding with an unprecedented celebration. The event was capped by a larger-than-life video review of the Library's history projected on the facade of its 123-year-old building.

About Us

Hoboken Library Staff:

- 44 Personnel:
- 32 Full-Time
- 12 Part-Time

Three Sites:

- 500 Park Avenue
- Grand Street Branch
- Learning Center at HHA



The COVID shutdown in March sent staff meetings Zooming starting in April.



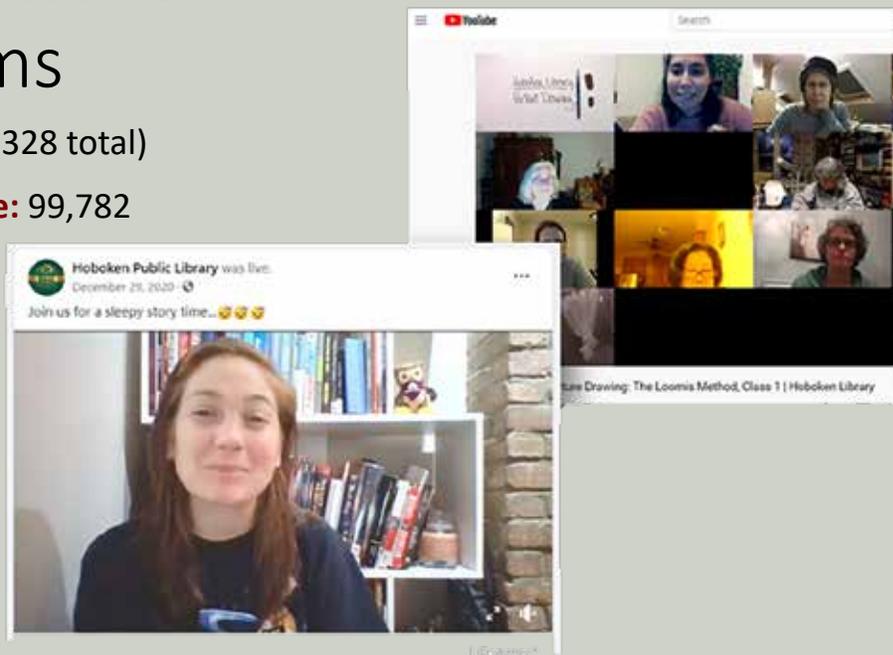
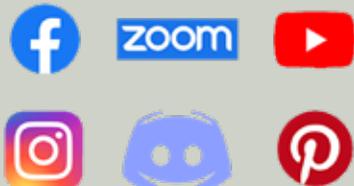
How did we do in 2020?

In spite of having to shut its doors from mid-March until June, the Library continued to fulfill its mission of “connecting people with each other, ideas, and opportunities...”

- **Circulation:** The Library circulated 237,812 books, media, downloadable and streaming materials -- a 17% decrease due to pandemic. **However...**
- **Visitors:** The library welcomed 72,466 visitors through its doors.
- **Programs:** The Library ran 1,328 programs, a 3% increase.
- **Program Attendees:** The Library attracted 115,561 attendees to its programs.

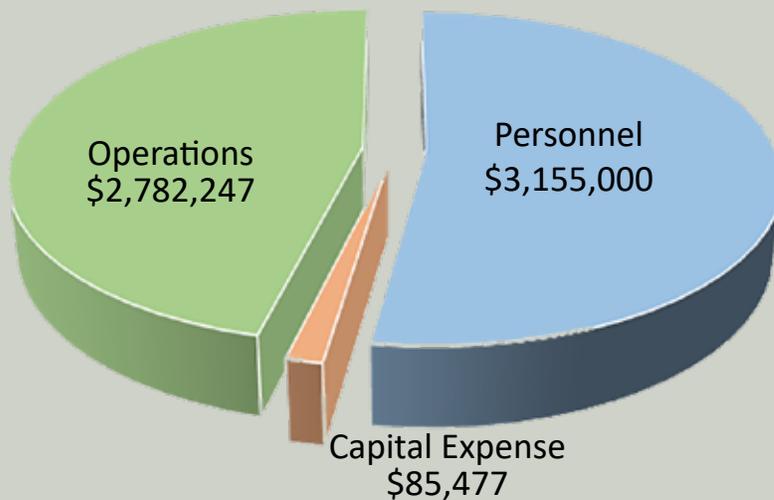
New Programming Feature Virtual Programs

- **Virtual Programs:** 955 (of 1,328 total)
- **Virtual Program Attendance:** 99,782 (of 115,962 total)



Library Finances

Budget: \$5,937,247



Highlights



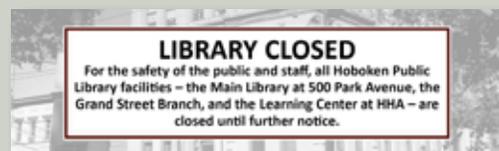
January - February

- Board, Administration, and staff started planning for Library renovation.
- Just as the Capital Grant was announced, the Library postponed the renovation of the 3rd floor and began application process for the entire building renovation project.

Story Time Stroller Parking, in January

March

- COVID-19 Pandemic started; Library building closed in accordance with state-wide emergency.
- Migrated ALL programs and services to online channels.
- Library materials shifted to digital and downloadable collections.
- All staff shifted to working remotely, supporting
 - virtual programming
 - digital material orders
 - professional development
 - building resources related to pandemic and economic stimulus
 - supporting online reference help and processing library card applications.



Story Times went from in-person events to Facebook Live or to Zoom



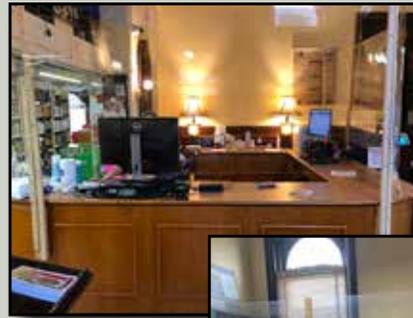
April

- Launched the COVID-19 Assistance page (at HobokenLibrary.org/assistance), to serve as a one-stop, up-to-date information resource for individuals and businesses.
- Other libraries reached out, asking to adopt the idea.
- Site is updated as new information is released from reliable sources.



April - May

- Building was thoroughly decontaminated.
- Plexiglas barriers and screens installed at all public service desks and staff workspaces.
- Signage posted throughout the building to let EVERYONE know what was expected.



June

- Staff returned to Library in “Alternating Teams,” to limit potential cross-exposure.
- Launched Curbside Pickup, where customers who had ordered materials online could make an appointment to obtain their items outside the Library.
- Reopened the Book Return Bin; established the Materials Handling “Quarantine” Room for safely processing returns.

July

- Building opened for limited computer-use visits
- 24/7 Self-Service Lockers installed (FIRST in NJ!)
- The stacks remain closed.

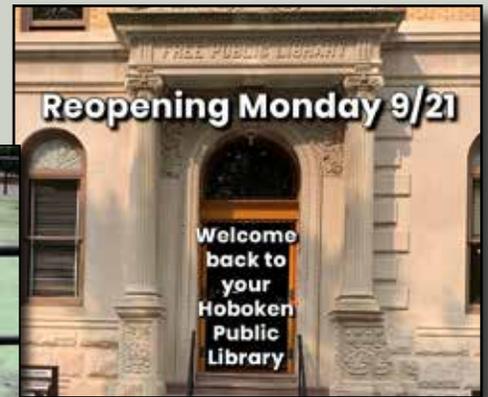
August

- The Library brought the *Grab & Go* service inside
- Launched the meeScan app/service, for improved customer self-service.



September

- The Library opened its doors for browsing the stacks.
- Already-available *Grab & Go* and *Computer Appointment* services grow in popularity.
- Free WiFi service expanded into neighboring Church Square Park.



October

- The staff rose to the challenge of celebrating the Library's 130th Anniversary.
- What had been planned as a live, in-person event was instead performed as a live, VIRTUAL event.
- Hours of activities during the day of October 3 were capped by a presentation of the Library's history, projected in the south façade of the building.

November - December

- Robust virtual programming continued with combination of digital resources while slowly expanding physical collection.
- Gradually re-opened the Grand Street Branch.
- meeScan self-checkout stations installed on 1st Floor of the Main Library.



During 2020, we emphasized

Literacy

- Significantly expanded Literacy programs
- Regularly run virtual ESL classes
- Early Literacy Workshops for parents
- Career Change Workshops
- Virtual school class visits



Digital Collections

These are just a few of the most popular digital collections we make available to our customers



Library Space Utilization, and the Future

- Relocated Teen Room temporarily to 3rd floor accommodating social distancing requirements.
- Finished Renovation of Annex 2, relocated staff to enable using more space for public service.
- Applied for Capital Grant, continued with planning to apply for the next round of Grants.
- Prepared for 3rd Floor Renovation and installation of the new HVAC system.
- Installed a new Walk-Up Window in the Learning Center to facilitate service while maintaining social distance.
- Planning incorporation of library services into the two townhouses.



Advertising in the Age of COVID

Promoting the library as
 “one constant in a world of uncertainty”

Spring-Summer
2020

Fall
2020

Library Support Organizations



Mission: To provide long-term, stable support for the resources and services the library requires to meet the evolving educational, social, cultural, technological, and informational needs of the community.

Activities:

- Annual Appeal
- Support Reading Garden Landscaping and Maintenance
- Raise Funds for 3rd Floor Renovation



Mission: To raise money and public awareness in the community to support the services and programs of the Library.

Activities:

- Ongoing Book Sales (Suspended March 2020)
- Novella Night, and Novel Night (Suspended March 2020)
- Membership Drive

Supported: Museum Pass Program • Saturday Family FUNday Programs (Continued throughout COVID Crisis) • ESL Programs

Discussions are underway to merge these two organizations

