

February 9, 2011

To: The Library Board of Trustees
Bethlehem City Council, Officers of Lower Saucon, Hanover, and
Bethlehem Townships, Fountain Hill and Freemansburg Boroughs

From: April E. Herrity, President
Bethlehem Area Public Library

Re: 2010 Annual Report — Bethlehem Area Public Library

"Libraries are not made, they grow."
Augustine Birrell

The attached 2010 Annual Report of the Bethlehem Area Pubic Library is a summary of the services provided to the Bethlehem area community.

The library faced many challenges in 2010 but continued to develop and expand programs. Although we experienced decreased funding, we are still delivering the quality of service expected by our patrons.

The support and financial backing of city council and the contracting municipalities is crucial to the library's mission. We appreciate this community investment which enables us to reach our goals and offer outstanding service to our area.



Bethlehem
Area Public Library

2010

Annual

REPORT

2010

BOARD OF TRUSTEES

Members of the Board are appointed by City Council or the contracting municipalities. They receive no compensation for their services.

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January 2011

To the Trustees of the Bethlehem Area Public Library

Dear Board Members,

In a year of hardship across the nation and the Commonwealth, you have stepped up to the challenges that have faced the Bethlehem Area Public Library. Through your dedication and hard work, you have become a united pillar of strength, supporting and offering unique ideas for change while coping with funding realities. Through your combined experience and wisdom, we have formed and will create new committees as needed to handle the daily challenges facing a public library in a difficult economy.

Some of the accomplishments of 2010 include more programs offered to help our citizens develop job skills, more entertaining programs and materials to brighten the lives of our patrons, and more money raised to improve our facilities for our children and their families.

DIANE DAVIS - ADMINISTRATION/CIRCULATION/MAINTENANCE DIVISION

The Administration/Circulation/Maintenance Division is involved in many library activities. Responsibilities include writing grant proposals, the circulation and shelving of library materials, and the maintenance of patron records; overseeing collection agency activities; purchasing supplies, equipment, and furniture; maintaining the Staff Intranet; coordination of PHEAA or other work/study students; publicity and promotion for all Divisions; book sales and other special events; computer classes for the public and staff on Word products and computer basics; coordination of volunteers; building renovations; building maintenance and repair; vehicle maintenance; and deliveries to the Branch and district libraries. The Coordinator of this Division is also District Consultant to the three libraries designated by Commonwealth Libraries to be the Bethlehem Library District - Memorial Library of Nazareth and Vicinity, Northampton Area Public Library, and Hellertown Area Public Library. The District Consultant acts as a liaison between the Commonwealth Libraries and the District libraries, and offers consulting services and continuing education workshops.

Administration

The Keystone Grant, which we applied for in June 2009, was granted to us in 2010. In addition to the \$500,000 we applied for, the State offered us an additional \$75,000. This is a matching grant. If we spend \$575,000 between the

City and the library on the project as defined in the application, they will reimburse us for that amount. Due to the economic climate, the bids from the contractors came in lower than anticipated by our professional estimator, architect, and construction manager. Construction of Phase One of the project began in December. The City received the fully executed contract from the State on June 24, 2010.

We did not have PHEAA students this year, due to budgetary cuts. We did, however, have two interns who volunteered in various departments in the summer.

I attended various human resource oriented seminars connected to Society for Human Resources of the Lehigh Valley and also Ethics in the Workplace sessions at DeSales University.

Circulation

The Circulation Department continues to be a busy place. The annual circulation was 824,918 - an average of 15,864 items per week. We ended the year with 71,099 registered borrowers. Fifty-two percent of the residents of our service area have library cards.

The circulation staff assists with merchandising the collection as they shelve and also assists with weeding projects, in addition to checking condition of items returned and shelving them in the proper locations.

Special Events/Public Relations

The six book sales generated \$71,881.43 in 2010. An additional sale of holiday materials at the circulation desk of the Main Library netted \$365.00 in December. The web site at www.bestbooksale.org is updated regularly.

The computer classes were affected by a number of changes in 2010. Construction limited the availability of meeting room space. The Information staff taught the Beginner Internet workshop. Registration was limited to residents of the library's service area.

Main Library Computer Classes	# of Classes	Total Adults Served
Basic Computers	9	84
Microsoft WORD®	9	81

Sixty-seven volunteers donated 3,980 hours to the library in 2010. The bulk of our volunteers help with the book sales. Sixty-two people attended the 25th Annual Appreciation Luncheon.

Volunteer Hours	# of Volunteers	Total Hours
Circulation	14	540.75
Audiovisual	7	192.00
Room to Grow	1	169.00
South Side Branch & Homebound Delivery	8	224.25
Book Sale	37	3,023.00

The staff accumulated 210.5 continuing education hours in 2010.

Liza Holzinger initiated talking points to educate each of the townships' governing bodies about the value the library provides for their residents. Liza met with Cathy Heimsoth, Recreation Director at Hanover Township Community Center, and did outreach at the Center.

Collaborative efforts with James Talarico promoted the library's services, collection, and event via an online calendar, online registration, e-mail marketing, Facebook, the library's blog, and Twitter.

The Development Committee (Janet Fricker, Liza Holzinger, and Library Board members Linda Robertson and Linda Weil) inaugurated plans to increase intentional charitable donations to the library. A *Friends of the Library* membership appeal was distributed to every new card holder. Fifty-seven families joined the *Friends of the Library* and contributed \$5,145. A refreshed *Buy-A-Book* campaign was introduced. Thirty-four thousand *Buy-A-Book* brochures that Liza and James Talarico developed were distributed with the City's water bill to area residents resulting in \$21,100. A massive *Room to Grow* solicitation was sent to households in 18017, 18018, and 18020 zip codes. Donation after expenses was \$22,896.

Digital Projects/Graphic Communications

2010 was exciting, challenging, and ultimately, a year of many changes. A sampling of the many highlights includes:

Throughout the year, James Talarico and Liza Holzinger collaborated on many notable projects. A few stand-outs include brochures that they developed for the *Buy-A-Book 25th Anniversary* appeal to 34,000 area households and for marketing our *Goofy Golf* 18-hole miniature golf course to outside organizations. Additional highlight collaborations include promotional campaigns for increased card sign-ups *Get Carded*, funding shortfall awareness *Save This Library*, and elimination of paper reserve notices *Going Green*.

James designed and developed 18 different 17 x 22 inch posters, resulting in over 100 individually printed, high-impact promotional messages for our patrons at both Main Library and South Side Branch. These large posters promoted *Room to Grow* events such as *Goofy Golf*, *RTG Fashion Show*, and *South Side StreetFest*, to *Get Carded* and *Going Green @ BAPL* campaigns, and all of our book sales.

James expanded use of our online credit card processing capabilities via our web site, to advance sale tickets for events such as our *Room to Grow Fashion Show*, the *Buy-A-Book 25th Anniversary* campaign, memorial donations, and at the suggestion of Linda Robertson, ARB (Automated Recurring Billing).

As in previous years, James' web site development work was extensive. In 2010, it was particularly gratifying to have his newly designed *e-Resources for Kids and Teens* web page praised by World Book and featured in their online marketing.

James designed and developed the promotional print campaign, did photography, and created the musical sound track for our highly successful *Room to Grow Fashion Show*, held at the Hotel Bethlehem in April.

In addition to many patron requests to digitize materials from our historical collections, James digitally preserved newly donated personal photographs from Sister's House resident Martha Van Horne's personal Bethlehem City-Center Construction photo album. These rare photos document the start of site demolitions in 1963, to construction completion in 1968.

District Consultant

One of the highlights of the year was the formation of regions within the State. The Lehigh Valley Region consists of the Bethlehem, Allentown, Easton, and Reading districts. We now have quad-district meetings for training purposes, with each district center providing at least one training throughout the year.

A regional steering committee was formed which consists of the district administrator and district consultants of each district. Bethlehem's district consultant was named fiscal agent for the region. As of yet, there have been no instructions as to what that entails. A regional action committee was then formed to plan two multi-district meetings per year, paid for with State funds. The two committees will address issues that all districts face and approach solutions and potential savings through group efforts. One example would be identifying databases that we could purchase jointly, rather than individually.

Funding difficulties plagued all the libraries in the district. Libraries struggled to find ways to cut costs without hurting services. In some cases, libraries were closed more hours.

I reviewed the State Annual Reports for the three district libraries.

Buildings

In preparation for the construction for Phase One of Room to Grow, the custodians removed the metal stacks from the second floor and took them to a recycling center. The funds received from this were donated to the Room to Grow project. I met with all staff who would have their offices temporarily moved for construction to explain the layout and plan for implementation. We had the data and telephone lines moved to the temporary office locations.

Also, in preparation for construction, I created a new floor plan for the duplicating room on the ground floor, so microfilm could be stored there. The custodians implemented the plan. They also cleared all construction areas of furniture and shelving.

In the Main Library a pump repair was necessary and completed by H. T. Lyons. Also, Young Plumbing and Heating, Inc. completed the upgrades to all Main Library rest rooms, donating all materials used.

Companies were contacted regarding water leakage issues at the South Side Branch. After reviewing the proposals presented by the companies, we chose one to do water penetration testing. Because of the timing of the testing, we will have to wait for spring 2011 to act on the rest of the proposal. We did get permission from the adjacent land owner to use the alley way between our buildings for repairs.

ANITA BARRICK - FINANCE DIVISION

The Finance Division is responsible for the maintenance of all financial accounts and bank account records; producing monthly operating funds reports and the annual budget; employee attendance records, vacation schedules, personnel records and payroll; management of the library's benefits programs; application for federal E-rate funding; maintaining the Lehigh Valley Library System financial records; administering State grants when available; and maintaining the database of library contributors.

Financial

Revenue during 2010 was \$7,559 less than budgeted. The City of Bethlehem paid the remainder of the 2009 appropriation for the library (\$321,720) in 2010. The City will pay the remainder of the 2010 appropriation for the library (\$347,000) in 2011. This is reflective of the overall economic situation facing not only the City of Bethlehem, but the whole nation. The 2010-2011 State budget, which was passed in July 2010, resulted in a reduction of \$92,161 in District Aid for 2010 because we received only half in 2010 whereas usually we would receive the entire amount in July. However, the State distributed part of the 2011 Local Aid (\$183,123) which we could not spend in 2010. The library showed a net operating income of \$58,520.

Interest on investments was \$24,433 less than budgeted; Overdues were \$27,001 less than budgeted and book sales were \$1,881 over budget.

We added \$39,554 to the Endowment Fund. The market value of the combined Endowment Fund as of December 31, 2010, was \$1,376,525.

Income from the six book sales totaled \$71,881 for the year. This was even with 2009 and on budget for 2010.

The 25th Annual Buy-A-Book campaign was successfully stimulated by mailing brochures to 34,000 area households. The total Buy-A-Book income for 2010 was \$21,100 versus \$13,000 for 2009.

The *Room to Grow* project will relocate the Youth Services Department to the second floor, create a Teen Area in the Main Library, and make over the South Side Branch. The library received a total of \$274,918 in 2010 toward a \$2.5 million goal. The project total to date is \$528,604. This, coupled with over \$500,000 received through our Keystone Grant to date, places us well on our way to achieving our \$2.5 million goal from private funding. Foundations and organizations donated a total of \$141,500 in 2010; individuals

contributed \$67,433; events produced income of \$32,418. We also received a government grant of \$30,000.

Maher, Duessel, CPAs (from Harrisburg) audited the library accounts in 2010 and presented a favorable report for the year ending December 31, 2009.

Library Staff

As a reflection of the economic times, December 31, 2010, saw the retirement of 15 long-term service employees who chose to accept the Early Retirement Incentive program offered by the library. We wish them all a long, happy and healthy retirement.

The ensuing months will allow the library management to build upon the successful foundation these employees helped establish over the years. Of note, this is the most significant change of personnel in the history of the library.

JANE GILL - PUBLIC SERVICES DIVISION

The Public Services Division includes the Audiovisual Department, the Information Department, and the Bookmobile. All Public Services personnel also provide reference service. Reference questions are answered in person, by phone, by mail, by e-mail, and via virtual (chat) reference. In addition, we also handle a number of other library functions, including periodicals; the local history room; and interlibrary loan services not only for our patrons, but also for our district libraries.

Audiovisual Department

Circulation flourished, although numbers are not available at this time. Our collections grew and library users checked out many DVDs, audiobooks, music CDs, and Playaways. New lists linked to the online catalog kept library patrons up to date on new audiovisual materials. Collection highlights were announced on the library's Internet News Blog. Our experienced staff was always prepared to assist library users with inquiries about anything from what film to watch to what eReader to buy.

Displays in the library featured various aspects of audiovisual holdings. These displays highlighted Music History, New Year's Resolutions, Women's History, Musikfest Artists, and more. Discarding little used VHS tapes was necessary to create space to display and shelve our ever-expanding DVD collection in an attractive and interesting manner. Keeping materials arranged in an engaging and inviting way was an ongoing activity.

Linda Freedman researched eBooks, due to the increasing interest in that technology. Linda is hopeful that 2011 will see the adoption of this exciting new way of reading at our library. Keeping current with new technology and formats is an important part of audiovisual planning.

DVD security is another important issue. Linda Freedman researched the various security systems suited to our situation, and she found a system that seems to be the best option for us—if and when we decide to allocate the funds to improve our security.

The Friends of Music of Bethlehem donated \$500 for the purchase of classical music. The ongoing support of this generous organization has enhanced our music collection over the years.

Volunteers assisted with disc repair and inspected and shelved DVDs. We increasingly appreciate their help as circulation rises.

As can be readily seen from the information above, we are participating in a new, exciting era of advancing library technology and innovation while maintaining our excellent level of service to our library users.

Bookmobile Services

1. The Bookmobile travels to various locations in our service area four days a week, on a two-week rotating schedule. Carole Mauser, our bookmobile librarian, provides a one-person traveling library, serving simultaneously as driver, circulation librarian, reference librarian, and security officer. Mary Jane Karabin is our main backup driver when Carole is unavailable.
2. We lost six days of service this year, either because of road conditions or mechanical problems. The bookmobile continues to be quite dependable.
3. In response to cost-cutting measures, we have reduced regularly scheduled servicing of the bookmobile at Crowder Jr. by half.
4. Mary Jane Karabin took the bookmobile to a special neighborhood fair held at Calvary Wesleyan Church.

Reference Services

1. We provide 15 public Internet PCs, plus three Job Center PCs and one Express station. The Public Services staff supervises the use of these resources, and provide basic instruction and trouble-shooting assistance.

Use of the adult PCs continue to be a quite popular and important service, especially to job hunters and those who do not have PCs available to them at home.

2. We continue to participate in AskHerePA, the statewide virtual reference service. Library patrons use this service to receive live reference help from a network of librarians across the country on a 24/7 basis. AskHerePA has become the second most active statewide chat reference service in the country. In response to staff changes, I had four of our part-time library technicians trained to staff the service. I also worked with Matt Mackey to add links to the live chat service from the internal pages of our new catalog. AskHerePA featured this use of their logo/link in an e-mail to other Pennsylvania libraries. Gratifyingly enough, since Matt updated our catalog pages in this way, use of the service by Bethlehem patrons has doubled. Because of staffing issues on their way in January 2011, we will be scheduled lightly, if at all, on AskHerePA until such time as the new head of the reference department feels it is appropriate.
3. We offered 54 adult programs, with an attendance of 752. This represents an increase over the 491 attendees in 2009. Program offerings included everything from book discussion groups, and yoga sessions for the bereaved (in cooperation with St. Luke's Hospice) to author signings, and stress reduction. We have been pleased with the development of adult programming, while disappointed with attendance figures at our spring 2010 book discussions. We are trying a different "tack" in 2011, focusing on local authors discussing their own works. We hope that this will distinguish us from the many book discussion groups that are available.
4. Probably the most major impact on the entire Public Services Division was our migration to Innovative Interfaces. Besides having new software to learn, we also needed to participate in tweaking, testing, and creating reports, procedures, and templates that would provide us with efficient work flows and statistical reports. We did everything from updating booklists, to setting up a new Interlibrary Loan workflow. Carole Mauser contended with how the new software impacted bookmobile operations. Barbara Subber and Mike Henninger began setting up the new Serials module, as well as the Acquisitions module in order to track our items on order, especially recurring orders. I worked with Comprise to link our computer time management system to Millennium. All of our authentication links for online databases were updated, and I entered all of them in our catalog as well. We were all very grateful for the cool leadership that Matt Mackey provided, during this major transition.

5. Publicity efforts this year included an appearance on RCN's "Community Spotlight" program highlighting services to adults at the library, as well as a book signing (of the library's Arcadia Publishers title). I also served on the City of Bethlehem's Preservation Task Force Committee.

Interlibrary Loan

1. When we do not own a title which one of our patrons wishes to read, we can borrow it for the patron from another library. In return, we lend our materials to other libraries. Justina Rossnagle, Marti Sales, and Gail Reichard handle our ILL operations, often in between reference questions. While at this writing I do not have final 2010 figures available, I can say that they posted record numbers since March of 2010, including an astounding 696 items borrowed in September 2010. In 2009 we borrowed 3,827 items from other libraries and lent 6,032 items to other libraries including our district libraries. From January through November (absent December 2010 statistics) we borrowed 5,557 items from other libraries and lent 7,178. Again, a large increase in traffic is obvious. ILL service as far as placing or filling requests shut down December 17, but Gail Reichard and Peggy Nickles are continuing to process through requests that were still in the pipeline as of that date, and are arriving now. We hope to be able to resume normal ILL service some time in January 2011.
2. As a district center one of our responsibilities is to provide materials to our district libraries, either from our own collection or as an interlibrary loan from another location. Again, I lack December's figures as of this writing, but from January through November 2010 we lent 3,234 items to our district libraries, as compared to 2,055 items in the entire year of 2009.
3. As part of our move to e-mail or telephone messages in 2011, I created templates using Microsoft Outlook so that the ILL staff can create e-mail ILL notifications from within Millennium with one right-click.

Local History Room

1. Much of the archival work done this year involved clearing out unprocessed items, sending some to the book sale, some to be cataloged, some to be set aside for further processing, and some to the trash.
2. Major additions to the collection included moving the City-owned records that we have been storing for them into the Bethlehem Room collection; a collection of newspaper scrapbooks that covers a time period (1950's and early 1960's) that we do not have newspaper indexing for; adding a large number of photographs and maps to our ever-growing collection; and

preliminary work on the Redevelopment Authority publications collection. Mary Jane Karabin is also working on library records and World War II service records.

3. With the consent of the Director, we ceased using grant hours for Archives work in April 2010, in anticipation of a bad budget year and other financial priorities.

Room to Grow

1. Barbara Subber and I continued to serve on the Room to Grow committee.
2. The final discard of all periodical back files took place this year, in preparation for second floor construction work. The Reference collection that remained in storage was also discarded or moved to the first floor.
3. I provided research to the South Bethlehem Historical Society on our South Side Branch, so that they could write a nice article about the Branch and the Room to Grow project.
4. Various staff members worked at the South Side street carnival and Goofy Golf. I also created a database for the Fashion Show which was used to create a mailing list for prospective attendees.
5. While weeding of the nonfiction collection continues, an especially heavy weed of the 600's and major shifting took place in order to make space for the new elevator to be installed in 2011.

Electronic Reference

1. 80.6% of our reference, standing order, and periodicals budget this year was spent on electronic resources.
2. Due to State Library budget cuts, we lost access to 21 databases that previously had been available to us via the Power Library. Novelist was dropped later in the year. CareerHelpPA also became unavailable to our patrons in November.
3. As far as our own subscriptions are concerned, changes this year included adding Mango Languages and Ferguson's Career Guidance series, while dropping our subscription to Newsbank.
4. I collected pricing for a variety of databases that our district libraries wanted to have access to in 2011 via our State District Aid. In the end, they

selected World Book, and I am working to set that subscription up for their use in January 2011.

Staff Changes

Cassy Trauger resigned in May, and long-time employee Barbara Subber retired in June. As a result we reconfigured duties and the schedule, and I hired two part-time technicians, Elizabeth Hartmann-Dow and Peggy Nickles. Donna Horvath, Linda Freedman, Marti Sales, and I accepted the early retirement offer as offered by the Board, effective December 31. Justina Rossnagle and Elizabeth Hartmann-Dow resigned, effective various dates in December. Peggy Nickles will be moving to a new position in the Circulation Department. Several new hires will be coming on board in January 2011, and we wish them all the best as they take on their new duties.

DAN SOLOVE - TECHNICAL SERVICES DIVISION/SYSTEM ADMINISTRATION

The Technical Services Division was again busy in 2010 ordering, receiving, cataloging, and processing numerous books and audiovisual materials. Extensive weeding was done on all collections at the Main Library as well as at the South Side Branch in preparation with the Room to Grow project. The IT Department was involved in maintaining, upgrading, and configuring various hardware and software with servers and PCs for both desktop applications and in conjunction with the library automation system. Our consortium manager, Matt Mackey, worked with Bethlehem staff as well as with staff from our consortium libraries in troubleshooting various aspects of the new Millennium automation system and creating customized reports, print templates, setting changes, and enhancements.

Cataloging & Collection Maintenance

Thousands of books and audiovisual items were cataloged during the year. Many older and worn items were discarded and sent to the book sale for resale. Many replacement materials were ordered and cataloged. We continued to weed the collection, making room for the newer books and updated books in many subject areas. The materials in the second floor storage area were completely weeded to make room for renovations for the children's area in conjunction with the Room to Grow project. The main floor stacks were also weeded extensively to make room for the new elevator. I managed the ongoing update of our authority records (author, subject, series) in our database for the consortium. I submitted bibliographic records on a quarterly basis to our vendor that we contract with for this service. I then imported the enhanced records back into the database. This has kept our database more current and complete. Matt Mackey created customized print templates in

Millennium for us to allow us to print spine labels similar to the way we had previously in the Horizon system.

Acquisitions & Collection Management

Many new books were ordered this year and many existing titles were replaced with updated editions. The department received and cataloged many other materials such as spoken word audiobooks, CDs, DVDs, music CDs, and Playaways that were ordered from various departments for both the adult, youth, and young adult collections. We ordered and processed many adult and childrens books for our annual Buy-A-Book campaign. This year the Buy-A-Book form was inserted with the City water bill. The response has been excellent.

Staff Training & Continuing Education

All department staff attended the session on “Dealing with Difficult Clientele” as well as the Stress Management workshop both held here at the library. Teena Coleman and Jo Horning attended the Windows Tips and Tricks session presented by me.

Library Automation

We migrated to the Innovative Interfaces Millennium turnkey library automation system on February 9. It took a few months to adjust to the new system and work out the expected quirks and fine tuning. The system works very well now with the staff and patrons of all four libraries reflecting satisfaction with its functionality and features.

Throughout the year, Matt Mackey helped the four libraries create customized scripts, queries, and reports for the libraries to accommodate their specific needs. Of particular note, Matt created new title lists for our library that automatically updates as new books and audiovisual materials are added to our database. Matt also setup additional training for the four libraries for the program registration module.

PCs, Networking, and Wireless Access

Tom Ritter, our technology specialist, was busy upgrading and installing PCs as well as working with various network configurations, hardware, and programs needed for the library computers. Here is some of the work Tom accomplished this year:

- Updated and/or replaced over nine staff PCs
- Replaced about 10 monitors on staff and public PCs
- Re-routed LAN cabling for temporary staff offices on second floor

- Moved staff PCs to temporary offices on second floor
- Added additional firewall for credit card terminals to help insure PCI compliance
- Updated MS Windows, WinSelect, and IE on adult PACs
- Updated public Wi-Fi hot spot at the Branch - added cable modem, moved gateway to the Branch, disconnected the old wireless hot spot link from Main Library to the Branch
- Upgraded laptop on Bookmobile

MELANIE FISKE - YOUTH SERVICES DIVISION

The Youth Services Division includes the South Side Branch and the Youth Services Department at the Main Library. The Branch provides a wide range of services and materials, including a Spanish collection, English as a second language collection, and bilingual items. Story times and special holiday programs delight children and their parents. Homebound service provides for those who are disabled and cannot come to the library. The Youth Services Department serves infants through teens, their parents and teachers, students and others interested in children and children's literature. Both locations offer collections of fiction and nonfiction materials in many formats. Computers are available for searching the Internet, playing educational games, and word processing. Programming, in-house and out in the community, reference service, and reader's advisory are an integral part of our daily activities.

Main Library

The Youth Services Department had a busy year, from preparing for and presenting programs, either in-house or out in the community, to answering patron's questions and to suggesting good books to read for many ages. A total of 704 programs in-house and in the community were attended by 14,133 children and 5,104 adults.

Room to Grow kept us busy planning and helping with fundraisers. Staff helped with a Family Day, Goofy Golf, and the new and very successful South Side StreetFest. Looking ahead to the move upstairs, our weeding project continued through all of the children's fiction and more than half of the nonfiction collection. We enjoyed sharing Room to Grow plans with our townships, presenting to the Laros Foundation, and helping Bruce Smackey get the programming phase of Room to Grow off the ground with his L.I.B.R.A.R.Y plans.

In addition to our staff programming, authors Kim Chatel and Kathy Miller visited for our Family Day, patron Todd Newman sang at our Read Across America event, author and historian Dennis Scholl talked about life on a canal, and many resource professionals from the community contributed to the success of our Toddlers

@ Play program. Total attendance for the Family Place programming was 429 children and 348 adults for 20 programs. We enjoyed a partnership with Pennsylvania Youth Theatre and were very pleased that they presented their *On the Nose: Pinocchio's Life Lessons* at both locations of the library. Lehigh Valley Therapy Dogs, Inc. again provided very well received Read to the Dogs opportunities for readers. Moravian College, through the America Reads program, provided excellent after-school Homework Help free of charge to local students. Ninety-nine sessions served 379 children with the total tutor sessions numbering 436. Lehigh Valley Storytellers Guild brought Willy Claflin to the library for a community event. Through Moravian College, the Lehigh Valley Society for Neuroscience brought three programs to the library during Brain Awareness Week.

Through a special grant from the Lehigh Valley Junior League, we brought experts in to teach four types of exercise in four weeks in our Fit for Fun program. Attendees learned Zumba, tai chi, capoeira, and yoga.

Story times remained a year-round favorite. We presented 165 story times attended by 5,288 children and 3,370 adults. Family activities included a Read Across America night, a daylong celebration of the PA One Book, *What a Treasure!* by Jane Hillenbrand, three family fun nights during the summer and Halloween parties. All of our staff enjoyed presenting story times, summer programs, and book discussions, as well as giving tours throughout the year. Youth Services staff hosted Spring and Fall discussions of current children's literature for 38 local educators and other interested adults. Staff also did a wonderful job purchasing new materials in all formats for our collection. All of our collections are heavily used.

Outreach was an integral part of our year. To promote the Summer Reading Program, our outreach librarian presented 164 programs to 5,316 children and 292 adults! She also promoted the PA One Book, *What a Treasure!*, to many preschools and daycares in the fall. The Youth Services department visited almost every elementary school for kindergarten registration and set up many cards for children and their parents. Total outreach programs numbered 317, reaching 8,845 children and 1,374 adults. Our outreach librarian took the Bookmobile on the road for numerous events including the Alex's Lemonade Stand carnival and the annual Cops 'n Kids event. She serviced many schools, daycares, and preschools with quality programming about books and library services.

The Summer Reading Program is a library staple and this year was another success. "Make a Splash @ Your Library" for preschoolers and school-age children and "20,000 Books Under the Sea" for teens kept young patrons coming in for more books to read. During our ten-week program, a total of 30,144 books were read by 2,079 children and teens from the Main Library, the Bookmobile, and the Branch. We set—and met!—goals for the number of children joining, so we adopted a bottlenose dolphin and a blue whale as part of our fun.

The Teen Advisory Board (TAB) was very energetic and eager to work on projects. In the fall many new students joined, bringing the total to more than 30 students participating in TAB. Teens did a terrific job on their signature programs of Read Across America, the Summer Reading Program, and the Halloween parties. They also presented a murder mystery, held a pizza party, and volunteered at Room to Grow events. They met or held events 41 times with 716 teens in attendance.

Staff experienced continuing education opportunities such as Summer Reading Program training, Career Link tri-district workshop, gang awareness training, PA One Book presentation in Harrisburg, Trends in Young Adult Literature tri-district workshop, Books for Boys tri-district workshop, Lehigh Valley PaLA conference, and staff meeting training sessions.

The library faced many financial hardships this past year. As a result of this distress, an early retirement incentive package was offered to staff over 55. Three staff members in Youth Services took the package: Melanie Fiske, Youth Services coordinator; Joan Spangler, technician; and Ellen Kajmo, clerk.

We had a very busy, creative and fun year serving our community in and out of the library.

South Side Branch

The South Side Branch had a very successful year in circulation of items, with an increase of 7,661 items checked out to the patrons. One of the most popular collections at the Branch is our movie collection. Programs were well attended also. The year ended on a very sad note. Maria Delgrosso, the children's technician, retired after 23 years of dedicated service to the library. She will be greatly missed!

The South Side Branch strives to serve all ages in the community by providing programs and services to children, adults, and shut-ins.

Children's programs included 68 story times, with 387 children and 318 parents enjoying stories, songs, and shared time with their children. The Branch offered two story times: Babies Story time, for infants through twenty-four months, and Toddlers on the Move Story time, for children older than twenty-four months. Toddlers on the Move proved to be so popular that a second session was offered.

The Branch continued to offer Toddlers at Play, a national initiative Family Place parent/child workshop. In this five-week early literacy and childhood development program, parents and their children (ages one to three and siblings) meet other parents and children while enjoying playtime and an art activity. Parents can also speak with outside resource personnel on a variety of parenting topics. This

program is offered twice a year, with two additional individual overview sessions in the summer and two Next Step sessions. This year, 166 children and 154 parents participated.

Seasonal parties were offered as family fun nights during the year. The Branch hosted a Spring Party for 28 children and 29 adults with stories, music, and an egg hunt. To celebrate Hispanic Heritage Month, the Branch hosted Fiesta!, a bilingual program which incorporated aspects of the Hispanic culture. Sixteen children and 17 parents learned some new words through stories, songs, and games. Over the course of two Halloween Parties, 39 children and 53 parents paraded around the Branch's neighborhood and enjoyed ghostly stories, Halloween Bingo, and a monster-like dance. The Holiday Party brought winter stories and the tree ornament crafts to 18 children and 24 parents. In addition to the parties, four children and three adults attended a program focused on the Pennsylvania One Book, *What a Treasure!* by Jane Hillenbrand.

During the summer, 35 pre-readers, 90 readers, and 31 teens signed up to read and earn prizes during "Make a Splash @ Your Library," the Summer Reading Program. The Branch offered six weeks of story/craft sessions for 197 pre-readers. School-aged children were treated to two pirate-themed story and craft programs: Ahoy Mateys, with eight children and seven adults in attendance, and Pirates Treasure, with seven children and four adult participants. The ever-popular Read to Dogs was offered three times with the therapy dogs loving every minute that the 31 children spent with them. Pennsylvania Youth Theatre presented three workshops of *On The Nose: Pinocchio's Life Lessons* to 50 children and 33 adults. The Branch closed out the Summer Reading Club with a Beach Party. Twenty-one children and 12 adults enjoyed stories, games, and ice cream sundaes at this program.

During the school year the Branch was able to offer Homework Help, thanks to Lehigh University student volunteers and work-study students from Moravian College (funded by America Reads). In 25 sessions, 80 students received help with their homework and or reading skills.

The Branch celebrated National Gaming Day by offering board games and card games for an afternoon of family fun for nineteen children and five adults. Lehigh students volunteered to staff the tables and help the families.

Computer lessons for adults were offered 16 times. Lessons on using the mouse, setting up a free e-mail account, basic Internet searching, and how to use Microsoft Word helped 103 adults. Internet is one of the big reasons people come to the Branch. The Internet stations were used 13,425 times. Two computers were made into Job Center PCs where adults could work on their resumes and look for employment. These two computers were used 496 times. An Express station was

also created to accommodate people who do not have a library card. (They are allowed fifteen minutes on this station.) A total of 2,700 people accessed this station.

Another great service for adults is the Homebound Delivery Service, which allows people with physical or visual disabilities to receive library materials at home. Volunteers delivered materials 45 weeks out of the year and made 378 stops to the homebound patrons.

Room to Grow fundraising happened at the South Side Branch in early June. Webster Street was blocked off for StreetFest at the South Side Branch, a festival with games, music, balloons, face painting, and food and drink. This event raised a few hundred dollars, and all in attendance had positive thoughts and comments.

TD Bank surprised the Branch by donating \$4,000 to be used for materials, software, and items for programming. This donation allowed the Branch to purchase many items for the Toddlers at Play program as well as the story times. Part of the money went toward the Room to Grow campaign.

The staff continues to attend professional workshops to expand their knowledge, thereby helping them meet the public's needs. Service and a friendly hello go a long way to making the public feel welcome.

CONCLUSION

It is with sadness that we say goodbye to so many staff members who have taken the retirement package at the end of 2010. Their combined years of experience and service have made this library the unique and wonderful institution that it is. Change is never easy, and this has been an emotional year of highs and lows. To every person who supports and loves the Bethlehem Area Public Library, we dedicate this year's Annual Report with our sincere thanks.

Respectfully submitted,

Janet S. Fricker, Executive Director

SERVICE AREA

LOCAL LIBRARY SERVICE

	<u>Population</u>
City of Bethlehem-----	71,329
Bethlehem Township-----	21,171
Fountain Hill-----	4,614
Freemansburg-----	1,897
Hanover Township-----	9,563
Lower Saucon Township-----	9,884
TOTAL-----	118,458

DISTRICT SERVICE: Includes above areas plus
Western half of Northampton
County ----- 175,345

LIBRARY LOCATIONS: Main Library----- 11 West Church Street
South Side Branch-- 400 Webster Street
Bookmobile Service- Local service area

HOURS OF SERVICE: Main Library----- 65 per week
South Side Branch-- 33½ per week
Bookmobile----- Average of 20 per week

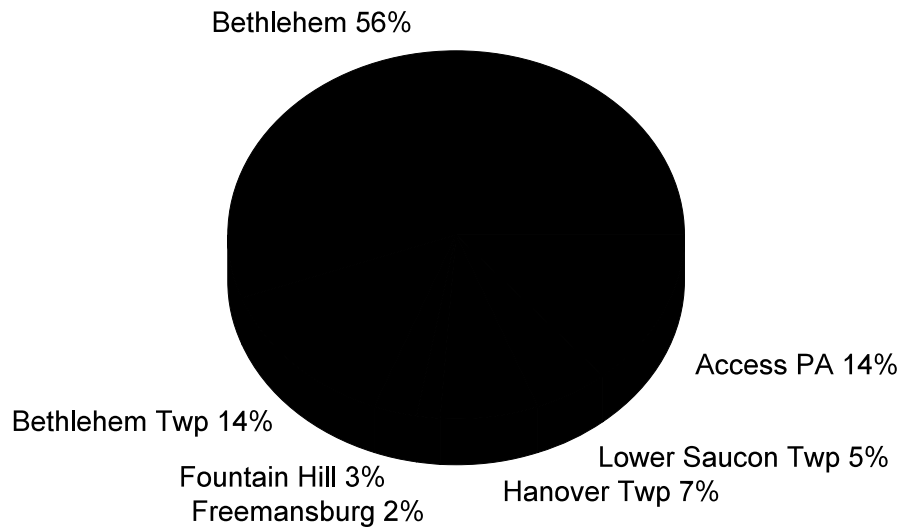
RESOURCES

	MAIN LIBRARY ADULT (Includes Bookmobile)	MAIN LIBRARY JUVENILE (Includes Bookmobile)	SOUTH SIDE ADULT	SOUTH SIDE JUVENILE	TOTAL
Books	94,866	68,150	14,639	13,129	190,784
Videocassettes	2,459	1,626	403	479	4,967
DVDs	5,853	1,980	937	700	9,470
Music Compact Discs	9,164	2,282	685	307	12,438
Music Cassettes	0	51	25	26	102
Books on Cassette	138	296	63	145	642
Books on Compact Discs	2,615	997	83	111	3,806
Toys, Puppets and Kits	0	272	0	46	318
Software	0	107	0	37	144
Playaways	280	23	0	20	323
Downloadable audio					2,469
Total Catalogued Items	115,375	75,784	16,835	15,000	225,140
Periodical Subscriptions	272	32	51	13	368
Newspaper Subscriptions	14	0	6	0	20

USE OF LIBRARY MATERIALS

	2010	2009	2008	2007	2006
TOTAL ITEMS LENT	824,850	811,789	815,947	768,946	773,544
Main	749,987	744,140	744,833	704,406	707,886
South Side	52,121	39,264	39,483	34,683	35,982
Bookmobile	20,415	25,887	28,794	27,537	27,845
Audiobook Downloads	2,327	2,498	2,837	2,320	1,831
TOTAL INTERLIBRARY LOANS	13,230	9,859	10,071	8,984	8,020
From Other Libraries	5,886	3,827	3,787	3,188	2,797
To Other Libraries	7,344	6,032	6,284	5,796	5,223

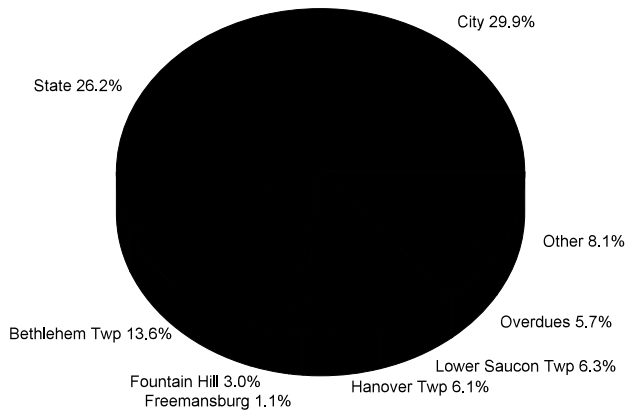
Registrations 2010



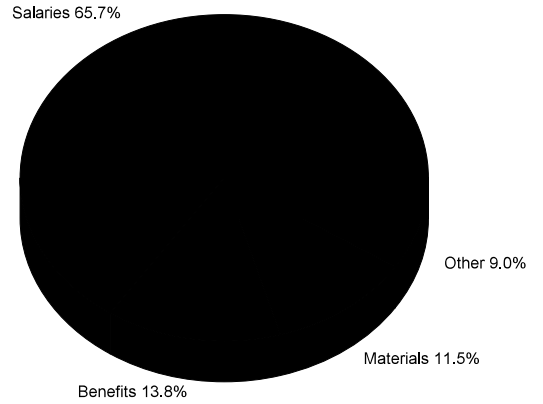
REGISTRATIONS

	Child 0-14	Youth 15-17	Adult 18-64	Senior 65+	Total	% of Population	% of Cardholders
Bethlehem	10,136	2,535	25,478	1,482	39,631	56%	56%
Bethlehem Twp.	2,979	710	5,653	369	9,711	46%	14%
Fountain Hill	577	124	1,281	57	2,039	44%	3%
Freemansburg	422	81	739	18	1,260	66%	2%
Hanover Twp.	1,447	334	2,777	284	4,842	51%	7%
Lower Saucon Twp.	992	174	2,511	226	3,903	39%	5%
Total Service Area	16,553	3,958	38,439	2,436	61,386	52%	86%
Access					9,713		14%
TOTAL					71,099		100%

Income & Disbursements



Income



Disbursements

2010

STATEMENT OF INCOME AND DISBURSEMENTS

OPERATING INCOME*

City appropriation-----	\$1,168,720
State appropriations (Aid, Access PA)-----	667,944
Bethlehem Township contract-----	360,966
Fountain Hill contract-----	78,669
Freemansburg contract-----	35,039
Hanover Township contract-----	163,049
Lower Saucon Township contract-----	168,522
Overdues-----	127,999
Other (investments, rentals, etc.)-----	224,533

TOTAL INCOME -----	\$2,995,441

OPERATING DISBURSEMENTS*

Salaries and wages-----	\$1,927,713
Benefits-----	405,772
Library materials-----	327,737
Other (heat, light, supplies, etc.)-----	265,698

TOTAL DISBURSEMENTS -----	\$2,936,920

* Does not include grants, insurance provided by City, and special accounts.

ATTENDANCE

	2010	2009	Change	YTD 10	YTD 09	Change
Main	18,967	19,930	-963	256,427	272,024	-15,597
South Side	1,790	2,952	-1,162	33,872	36,798	-2,926

COMPUTER USE

Computer Location	User Sessions	User Sessions YTD 2010	User Sessions YTD 2009	Hours	Hours YTD 2010	Hours YTD 2009
Main Library Adult Internet	2,869	39,612	46,451	805	12,266	14,822
Jobs Center	216	3,409	253	215	3,209	253
Express Station	905	9,307	689	185	1,738	689
Main Library Youth Internet	191	2,756	3,478	75	1,110	1,333
Main Library Youth Word Processing	107	1,091	560	43	549	222
Main Library Youth Games	114	2,498	2,965	44	977	1,135
South Side Internet	868	13,425	14,951	256	4,414	4,521
South Side Express	333	2,700	N/A	52	442	N/A
South Side Jobs Center	37	496	N/A	20	262	N/A
South Side Games	29	789	795	8	197	193
Totals	5,669	76,083	70,142	1,703	25,164	23,168

*Main Job Center, Main Express Station, and Main Library Youth Word Processing statistics began September 2009.

*South Side Express Station and South Side Job Center statistics began in May 2010.

LIBRARY STAFF as of December 31, 2010 (includes consortium employee)

Janet S. Fricker, Executive Director

FULL TIME EMPLOYEES

<i>Anita Barrick</i> -----	Finance Division Coordinator
<i>Diane Davis</i> -----	Administration/Circulation Division Coordinator
<i>Melanie Fiske</i> -----	Youth Services Division Coordinator
<i>Jane Gill</i> -----	Public Services Division Coordinator
<i>Daniel Solove</i> -----	Technical Services Division Coordinator
<i>Christine Coleman</i> -----	Technical Services Manager
<i>Maria Delgrosso</i> -----	South Side Technician
<i>Judith Deltuva</i> -----	Circulation Technician
<i>Linda Freedman</i> -----	Audiovisual Manager
<i>Dawn Fritz</i> -----	Circulation Technician
<i>Sharon Gattuso</i> -----	Administration/Finance Technician
<i>Brenda Grow</i> -----	South Side Branch Manager
<i>Elizabeth Holzinger</i> -----	Special Events Manager
<i>Jeffrey Horning</i> -----	Custodian
<i>Jo Horning</i> -----	Technical Services Technician
<i>Donna Horvath</i> -----	Information Reference Collection Librarian
<i>Matthew Mackey</i> -----	Consortium Manager
<i>Carole Mauser</i> -----	Bookmobile Librarian
<i>Catherine McCafferty</i> -----	Youth Services Technician
<i>Linda Orlando</i> -----	Circulation Department Manager
<i>Thomas Ritter</i> -----	Computer Specialist
<i>Louis Rodriguez</i> -----	Custodian
<i>Yolanda Votral</i> -----	Circulation Technician
<i>Glenn Womer</i> -----	Buildings Supervisor

PART TIME EMPLOYEES

<i>Jennifer Bruch</i> -----	Circulation Clerk
<i>Elizabeth Burch</i> -----	Circulation Clerk
<i>Cheryl Chamberlin</i> -----	Youth Services Technician
<i>Kim DeNardo</i> -----	Circulation Clerk
<i>Clare Ebner</i> -----	South Side Clerk
<i>Robin Fritz</i> -----	Youth Services Clerk/Circulation Clerk
<i>Donna Hartmann</i> -----	South Side Clerk
<i>Michael Henninger</i> -----	Information Technician
<i>Nancy Horwath</i> -----	South Side Technician
<i>Kathleen Hutnick</i> -----	South Side/Youth Services Technician
<i>Ellen Kajmo</i> -----	Youth Services Clerk
<i>Mary Jane Karabin</i> -----	Information Technician
<i>Anna Kimble</i> -----	Technical Services Technician
<i>Lisa Knappenberger</i> -----	Circulation Clerk
<i>Regina Kochmaruk</i> -----	Youth Services Outreach Librarian
<i>Amy Levy</i> -----	Youth Services Clerk
<i>Valerie Mann</i> -----	Circulation Clerk
<i>Marjorie Marchese</i> -----	Circulation Clerk
<i>Margaret Nickles</i> -----	Information Technician
<i>Delia Pacenza</i> -----	Circulation Clerk
<i>Kathleen Prutzman</i> -----	Youth Services Technician
<i>Gail Reichard</i> -----	Information Technician
<i>Justina Rossnagle</i> -----	Information Librarian
<i>Martha Sales</i> -----	Information Librarian
<i>Susan Schirripa</i> -----	Circulation Clerk
<i>Karen Schubert</i> -----	Administration/Finance Clerk
<i>Virginia Seifried</i> -----	Youth Services Technician
<i>Carol Smith</i> -----	Circulation Clerk
<i>Joan Spangler</i> -----	Youth Services Technician
<i>Laurel Stone</i> -----	Circulation Clerk
<i>James Talarico</i> -----	Digital Projects Manager