

LONG BRANCH FREE PUBLIC LIBRARY

Annual Report 2010



Ingrid Bruck, Library Director

1/1/2010





ANNUAL REPORT

TABLE OF CONTENTS

INTRODUCTION _____

About Your Library _____ #2

Staff and Board of Trustees _____ #3

Highlights and News _____ #5

SERVICES AND DEPARTMENTS _____

Collection and Materials _____ #7

Adult Programs and Services _____ #8

Teen Services _____ #10

Children’s Services _____ #11

Technology and Career Center _____ #13

Diversity and Literacy Services _____ #15

Outreach and Publicity _____ #17

Local History Services _____ #20

Addendum _____ #22

ABOUT YOUR LIBRARY

The Long Branch Free Public Library is located at 328 Broadway in Long Branch, New Jersey, right next to the police department and city hall. The library has collection of materials totaling 122,375 items that includes books, movies, audio and e-books, newspapers, magazines and music CDs in English, Spanish and Portuguese. It offers many programs and clubs for children, teens and adults and includes a state of the art Technology and Career Center and a treasured Local History Room. It also offers free meeting room space, a literacy program, job searching services and computer classes.

If you can't visit our library in person, you can now visit anytime of the day or night! Whether it's looking for the newest bestseller at midnight, looking for a job through our virtual career center, researching journal articles for a term paper due in the morning, checking the time of the newest children's program or simply checking your patron account for overdue materials, now with the click of your mouse, you can! [The Library's website, www.lmxac.org/longbranch](http://www.lmxac.org/longbranch), provides access to a variety of virtual services available anytime, anywhere.

[Visit our homepage](#) for access to our complete online catalogue containing our collection of over 74,000 books, 2,000 books-on-tape, 1,950 videos, 500 DVD's, 80 books-on-CD, 900 music CDs and over 5,000 electronic books. The online catalog also displays our foreign language collection of learning language tapes in Chinese Mandarin, French, German, Hebrew, Italian, Japanese, Portuguese, Russian, Spanish and English as a Second Language as well as dictionaries, entertainment videos, DVDs and music CDs. You can browse the entire catalog from the comfort of your own home. See a title you want but it's out, no problem. Simply place a hold from your computer and you will be called when the item returns to the shelf. It's that easy! The Library's online services also include access to 24/7 reference librarians and free online homework help. In addition, our database link will provide an unparalleled wealth of knowledge available at your fingertips. All you need is a computer and your library card.

Come in and use our public internet computers or hone your skills in our Gates Computer Lab. The possibilities are endless and only a click away.

2010 LIBRARY STAFF

ADMINISTRATION:

Ingrid Bruck, Library Director - ext. 224
Francine Marks - ext. 225

ADULT SERVICES:

Beatrice Priestly, Manager - ext. 229
Janet Birckhead
Chris Crowder
William Manley
Saige Sweet

CHILDREN'S SERVICES:

Linda Wurzel, Manager - ext.232 or 233
Kathy Chapman
Alan Drake
Tara Sullivan

CIRCULATION SERVICES:

Barbara Williams, Manager - ext. 223
Kathleen Chapman
Janice Grace
Kimberly Jones
Lisa Kelly
Cadene Patterson
Thalia Sweet
Tara Sullivan

COMMUNITY SERVICES:

Tonya Badillo, Diversity/Literacy - ext.235
Kate Angelo, Outreach/Publicity - ext. 227

LOCAL HISTORY ROOM:

Janet Birckhead - ext. 228

ELBERON BRANCH:

Linda Wurzel, Manager 732.870.1776
Kathleen Chapman
Lisa Kelly
Tara Sullivan

TECHNOLOGY & CAREER CENTER

Tonya Badillo, Manager ext. 235
Kate Angelo

TECHNICAL SERVICES:

Francine Marks, Manager ext. 225
Kate Angelo
M.Maddelena Grandinetti
Thalia Sweet ext.226

TECHNOLOGY SERVICES:

Gerald Carroll, Manager ext.234
Will Bahamonde ext .237

TEEN SERVICES:

Nekesha Marshall, Manager
Thalia Sweet
Kate Angelo

WEB DESIGN & MAINTENANCE:

Tonya Badillo ext. 235

PAGES:

Louise Dunlap
Rosetta Alford
Alex Kelly
Jose Gomez

BOARD OF TRUSTEES

Joseph Ferraina, Superintendent Long Branch Board
of Ed (unexpired)

Joy, Bastelli, Trustee - Term 12/31/13

Arlene Fritz, Trustee - Term 12/31/10

William Fritz, Vice-President - Term 12/31/10

Mary George, Treasurer - Term 12/31/11

Barbara McGlennon, Secretary - Term 12/31/13

Kelly Rance - Trustee - Term 12/31/11

Kathryn Tarantino, President – Term 12/31/10

Linda Toye - Trustee Term 12/31/12

HOURS:

Many services of ours are available on our website www.lmxac.org/longbranch. All it takes to access the library's virtual services is your Long Branch Free Public Library card! Currently, Main Library is open 50 hours per week, and includes Monday thru Thursday evenings and Saturdays and Elberon Branch is open 19 hours per week. During the summer season, the Elberon branch is open 33 hours per week.

Main Library
328 Broadway
Long Branch, NJ 07740
732.222.3900

Monday	10am-8pm
Tuesday	10am-8pm
Wednesday	10am-8pm
Thursday	10am-8pm
Friday	12pm-5pm
Saturday	12pm-5pm
Sunday	closed

Elberon Branch Hours
168 Lincoln Avenue
Long Branch, NJ 07740
732.870.1176

Monday	1pm-4pm
Tuesday	9am-1pm
Wednesday	4pm-7pm
Thursday	Closed
Friday	10am – 2pm & 3pm – 5pm
Saturday	10am – 1pm

HIGHLIGHTS FROM 2010:

[2009 Library Audit](#) was presented by William Antonides Company. The library received an “unqualified” audit approval with no deficiencies, the best rating result possible.

[August 24, 2010, we held a reception](#) honoring Sam Mills, a son of Long Branch who had an illustrious professional football career. Wayne and Ginny Stevenson donated a framed copy of Sam Mill’s football card and funeral program that has been placed on the wall near the microfilm machines on the lower level.

[In October 2010, twelve new replacement public computers](#) were installed on the lower level. The new computers were welcomed by the public.

[In Fall 2010, the library board entered into an agreement](#) with Innovative Documents Imaging that gives the library 10% of the proceeds for digitization purchases made by Long Branch patrons. IDI holds a state contract for microfilming and digitization. 10% of the IDI digitization sales to Long Branch patrons will be set aside for the future digitization of the library’s historical newspapers on microfilm. At no cost to the library, Innovative Documents Imaging digitized 16 reels of microfilm of The Long Branch Record for the first decade of the 20th Century through 1909. These CDs provide us with demonstration materials to show patrons that are interested in having Innovative Documents Imaging digitize their family’s historical records.

[DPW worked on the installation of Tile Wall Phase 1.](#) By the end of 2010, tile mural was installed but grouting and framing are not yet completed. The library entered into a contract with ceramic tile artist Francesco Minervini to complete Tile Wall Phase 2.

[Through grant funds provided by the New Jersey State Library and the NJ Natural Gas Company](#) we updated the technology and computers to state-of-the-art and expanded job seeking services in the Technology and Career Center, a teaching lab with 12 student stations, located on the 1st Floor at Main Library.

Concerns of 2010:

Cities like Long Branch across the state are facing hard economic times. As a result, library budgets everywhere are being cut. An indication of the fiscal distress on libraries across the state is evident in cut backs or elimination of hours and services, laying off staff, furloughs, and closing branches.

Library position cuts decreased staffing in adult services, circulation services and Interlibrary Loan Services.

Customers using the public computers complained about their work being interrupted. In the summer, the library switched to cable and dramatically improved bandwidth. In the fall, we

replaced the twelve old adult public internet computers and complaints about the equipment stopped.

Attendance for Book Break at Noon was minimal; therefore, the book club was cancelled.

We weeded the Reference Collection in 2010, but the reference line was cut and there is not much money for replacements.

Current magazine issues are designated as reference periodicals and cannot be borrowed; therefore staff to encourage patrons to look for other circulating issues on the shelf underneath to find something that they could check out. We have since revamped this system.

WHAT'S NEW

NEW! Purchased *The Global Road Warrior*, with current travel data and country information, to the library's subscription databases.

NEW! Added the newest antiques and collectibles price guides, the [Encyclopedia of Careers](#), and about a dozen other titles to the Reference Collection.

In October, 2010, twelve new replacement public computers were installed on the lower level. The new computers have welcomed by the public.

NEW! In October, 2010, the library received an Outspoken Library Kiosk (pictured below) from New Jersey State Library's Talking Book and Braille Center. This kiosk is located in the public internet computer section on the Lower Level.



Long Branch Free Public Library is one of forty NJ public libraries to become 'Outspoken Libraries' and provide kiosks for the Talking Book and Braille Center's services for veterans and residents who are affected by vision or hearing loss, a physical handicap or learning disability. The library's staff is available to demonstrate how the kiosk works, explain the eligibility. Provide applications and explain the application process. In most cases, the library will be able to give the user or their caretaker a free digital talking book machine. Eligible teens may qualify for a free pocket sized player.

COLLECTION & MATERIALS

Books & Materials:

Books and basic literacy are the library's "bread & butter". The library provides a large selection of the best new books and popular materials, as well as a core collection of old classics. We try to have new books available for loan as soon as they are released. We offer books in hardback, soft cover, large print, Spanish and Portuguese. We also subscribe to many local newspapers and 136 magazines. We also offer an assortment of materials in other formats - DVD, BlueRay, MP3, CD and online. We provide access to online magazines, newspapers, and downloadable eBooks and audio books. And if we don't have the title you want, just ask us or place a hold on the item yourself. We have reciprocal borrowing agreements with libraries across New Jersey and can usually get it!

The Circulation Department staff consists of 2 full time and 2 part time library assistants and a supervising library assistant. It is staffed with 2 library assistants at the desk during all business hours and 1-2 library assistants open the department and pull AV materials to be sent to other libraries. As the department that creates new library cards, the Circulation Desk is often the first point of contact for new patrons. Along with their new cards, patrons are given information about the library and are encouraged to ask questions about areas of interest to them. It is important for the staff to be well-informed and helpful as first impressions are enormously important.

In addition to the regular tasks performed by the circulation staff, they do many non-traditional jobs usually assigned to other departments. For example,

- The staff creates more than 75 displays of books and AV materials each year. They also do booklist in response to customer demands.
- Staff members help with aspects of collection development – everything from making recommendations for ordering to weeding when shelves become overcrowded. They also move new books to stacks as needed.
- The staff helps with the processing of new materials and backup other departments as time allows.
- They place holds and take ILL requests.
- The staff answers many reference questions and do readers advisory and movie & music recommendations.
- The bulletin board and new book area are changed 4 times a year (seasonally) to keep the busy first floor looking fresh.
- The staff, with the help of the pages, is responsible for the plants that give a welcoming appearance to the lobby and the reading area.
- A bulletin board dedicated to environmental issues is changed several times a year to raise awareness and inform the public about local changes in recycling rules.
- Staff members attend LMXAC meetings at least once a year. Department meetings are held when possible, but not often enough to keep up with various problems that occur.

A Quick Look at our Circ Stats:

1. The staff checked out over 169,000 items in 2010. Approximately an equal number of items were returned, meaning that the staff handled over 300,000 items during the calendar year.
2. The staff created over 1600 new library cards last year. Each person was given a "welcome packet" containing information about materials and services available at our library.
3. The staff pulled over 11,000 AV items to be sent to other libraries. Those items were also returned to the collection and again handled by the staff.

Adult Programming & Services

Programs & Services:

The library holds an assortment of programs and services for adults and families. We offer something for everyone - traditional story times to foster reading readiness for toddlers and preschoolers, reading enhancement programs for elementary ages, teens, and adults, English Classes and a popular world languages collection in Spanish and Portuguese for people whose first language is not English, homework resources for school age and college student, computer Back to Work classes, computer lab classes in English and Spanish, a computer lab for self paced learning, supervised teen activities after-school program and on Saturday evenings, high speed internet access and free public computers with on for all ages.

Special programs – one or more programs each month at Main Library

- ***Elberon Summer Series***
- ***Friends of the Library Meetings*** - 1st Wed of month 8pm – Elberon Branch
- ***English Classes:*** Mon-Tues-Wed- Thurs 6pm-7:30pm in Literacy Classroom - Main
- ***Free Tax Preparation:*** by tax volunteers – Mid-February through April 15
- ***Blood Pressure Screening*** - by Visiting Nurse Association, Sponsored by City Health Department & Library
- ***Intermediate Spanish Class***
- ***Book Clubs for Adults:***
- ***Elberon Book Club*** – 1st Wed of month
- ***Non-Fiction Book Club*** – monthly
- ***Adult Summer Reading Club***
- ***After Hours Book Club*** – monthly



Patricia Brennan (on the left) teaches a library visitor how to knit at the monthly meeting of the craft group

Community Room: The Community Room at Main Library is a multi-purpose room that provides program space available for non-profit and educational use. Request form can be downloaded by following the link on the library website or obtained in the meeting room of the Main Library. Meeting room space is available during the hours the library is open at Main Library and Elberon Branch. Just fill out a Meeting Room Request Form. Restrictions apply. Read the guidelines.

Booksale Area– Donated and discarded books are available for sale in the Community Room at Main Library. Elberon Branch has a booksale shelf

Vending Machines - Food and drinks permitted in the Community Room. Snacks machine & soft drinks vending machine

Community Handouts – Public information posted on bulletin board and distributed in the racks.

Art Exhibits Space – Friends of the Library donated a hanging art system that facilitates hanging and displaying artwork by local artists each month.

Art Displays – local artists display their work for one month in the Community Room. This hanging art system was donated to the library by The Friends of Long Branch Free Public Library.

Glass case displays – we host monthly displays of books, antiques and collectibles in four locked glass cases at Main Library

Adult Services

Non-Fiction books, a browsing magazines and local newspaper collection, reference materials and adult public internet computers are housed on the lower level of Main Library. The collection includes books, eBook, microfilm, magazines, and reference subscription databases. The staff assists the customers that come to use the public internet and word processors; helps visitors focus their search for information; recommends reliable sources; provides reading recommendations to help customers find just the right book; processes incoming and outgoing interlibrary loan requests; collects library usage statistics; prepares monthly and annual statistical reports; and selects, maintains, and manages a balanced non-fiction and reference collection of up-to-date information on factual topics on an ongoing basis. Beatrice Priestly, Principal Librarian, manages the Adult Services Department. She is assisted by Janet Birckhead, Senior Librarian, in charge of volunteers and the Local History Room. The adult services staff includes 3 full time employees assigned to work on the reference desk and 2 part-time employees to process inter-library loans.

TEEN SERVICES

The Long Branch Free Public Library consistently strives to offer teens programs that are fun and educational. In 2010, 4995 teens attended a variety of dynamic teen programs, including Teen Tech Time, Club 328, Writing Club, Homework Help and other programs.

Club 328: Club 328, our gaming club, has run successfully for over three years and is offered every other Saturday. This program offers the teens the opportunity to play the latest games and gaming systems. With over twenty sessions and an attendance of 473 it is apparent that Club 328 remains one of our most attended teen program.

Writing Club: Once a month teens are offered a chance to display their creative writing skills by attending the writing club. Teens are given a topic to write upon and they have ten minutes to write the most creative story that they can think up.

Homework Help: Teens also have the opportunity to have homework help after school. From 5-6pm teens are helped with any subject that they require help with. Mini notebooks are provided to help the teens with research on any projects for school.

Special Programs and Events: Throughout the year other great programs are offered for our teens including silent library, summer reading kick-ball game, Rock Band tournaments, summer reading, craft project and much more!. Silent library is based on a game show where teens must complete challenges within a certain amount of time without making a noise. At the end of the game teens are given prizes if they can stay

quite. Teens enjoyed this program and were able to tell their friends about this cool program that they attended.

During the summer we have a summer reading program. To start the program we have an annual kick-ball game that's staff against teens. Teens and staff play a full game of kick-ball until there is a winner. Unfortunately the teens have lost two years in a row. We hope the teens win in 2011. Other clubs that are offered are reading, anime, and writing club. Teens can discuss their views on the latest anime, and books

Over all the teens enjoy coming to the Library and they love what we offer them. We hope to continue our success and have an even greater year in 2011!

CHILDREN'S SERVICES

Children's Programs are offered at both our Main Library and our Elberon Branch. Some of the programs offered were:

Story Time, Kidz Club, Toddler Time, Family Fun Table Program, Class Visits, Children's Book Club, Easter Seals Story Time, Summer Camp Visits, National Library Week, a Halloween Party, Back-to School Raffle, Valentine's Party, Winter Party, New Year's Raffle, Olympics, Spring Celebration, Christmas Party, Pennies for Peace, Kick-off SRC Party, Live Penguin, Sing-a-Long, Clean Ocean Action, Swim Team Champ, Magician, Puzzle Challenge, Visit a Pirate Ship, Host Spanish Story Time and even more!



The total amount of programs offered were 404 with a total attendance of 9,226. Public computers are also offered for the children upstairs, and total public usage for 2010 was 3,539 in the Main Branch and 2,209* (children + adults) in the Elberon Branch.

New & Successful

Children may get library cards in the children's room. Pictures are taken & posted in our "New Cards" display. The display is enjoyed by all and encourages others to get a card. Children have even talked about it at school & their friends get library cards.



Kathy's "magic box" is a fun favorite. This extra large cardboard box has been a pirate ship, school bus, tepee, Santa's sleigh and an ice skating rink. It's changed monthly, generates speculation & suggestions from patrons & staff and takes "going green" to a whole new level.



TECHNOLOGY AND CAREER CENTER

In 2010, over 7000 adults and teens visited the Technology and Career Center resulting in a 42% increase in attendance. According to the American Library Association, job-seeking has taken center stage at public libraries and like so many others libraries, we find ourselves assisting patrons with online applications, expanding hours to meet the significant increase in visits and changing services to adapt to the modern needs of our users. More businesses are now requiring online applications and many government agencies are requiring online applications, most even doing away with paper forms and some even closing satellite offices. The Long Branch Public Library is at the forefront of this growing need and recently introduced a newly updated Technology and Career Center. This technology makeover was made possible by funds awarded from the NJ State Library through the Virtual Career Center Grant. In the Center, we added new programs such as teacher led computer classes, expanded hours and continued offering successful programs and services such as Teen Tech Time and Open Lab.

In 2010, over 7000 adults and teens visited the Technology and Career Center resulting in a 42.3% increase in

Open Lab Sessions: In 2010, to address the changing role of our computer lab to better represent the computer usage of our users, we changed the name from Computer Lab to the Technology and Career Center. Within the Center, we offer Open Lab sessions. Open Lab sessions are designed to meet the needs of library users that are conducting educational, research or career based activities. For leisure use, we encourage our users to visit the public internet computers located on the lower level. Last year, we expanded Open Lab hours in the Center and offered two evening sessions, three afternoon sessions and two all day sessions resulting in 3682 Open Lab visits and in increase in attendance of 34%. On any normal business day in the Technology and Career Center, you may find users searching for jobs, filling out government forms or learning how to use the computer.

Teen Tech Time: Teen Tech Time is designed just for teens. While teens are permitted to use the center during Open Lab



sessions for educational and research purposes, teen tech time allows teens the opportunity to come together and surf the web leisurely; a place to just chill. Last year, 3320 teens participated in teen tech time resulting in a 52.2% increase in attendance. Teens are monitored by our Teen Services Manager, Nekesha Marshall, and enjoy online games, contests and tournaments. This program is the most popular teen program held in the library and continues to be fully attended.

Job Search Help: Last year we held an innovative job search transition program, designed to assist our underemployed and unemployed community members find jobs led by a professional human resource trainer. We designed a curriculum that taught interview skills, resume writing and career coaching with a lead teacher and guest speaker. Each course was designed to offer 16 weeks of instruction and at the conclusion of the course, consultants were hired to create online video content of these classes affording library users that could not attend the classes an opportunity to access the content.

Fresh Start Program: The library offers many resources, services and programs to help ensure a successful and positive transition back into society for those formerly incarcerated. A new program, the Fresh Start program, was designed and introduced last year specifically for job searchers with prior arrests. The program includes 11 free, ½ hour sessions with a trained, friendly staff member that will assist in developing a job search plan. This plan identifies the immediate job search needs of the client and offers a personal strategy to help meet those needs. Based upon this job search plan, privately scheduled sessions will include computer instruction, resume writing sessions and online job searching assistance.

Basic Computer Literacy: Weekly classes began last year in both basic and advanced levels of instruction. Each class runs for one hour and offers lessons on a multitude of computer skills including learning to use the mouse, internet skills, setting up Email, Microsoft Office and more. The classes are in high demand and each class is consistently at capacity attendance. We will continue to hold these classes due to the ever increasing need of computer skills in today's society.

Website Design and Maintenance: More and more library users expect an interactive library website for quick access to basic library needs and information. The responsibility of designing and maintaining the library website belongs to the Librarian and Supervisor of the Technology and Career Center, Tonya Badillo. In 2010, visits to the library's website increased by 77.5% with over 100,000 visits to our home page in the last year alone. From our website you may review your account, put items on hold, learn about new programs, find recent news, utilize the nationally recognized Virtual Career Center and find information on general library services and programs. The website added new

features such as a reader's blog, a recently re-designed Teen site, a nationally recognized customer testimonial video, and library event photos plus the many new documents, events and links updated and posted almost daily.

DIVERSITY & LITERACY SERVICES

As hard times brought more people into libraries, the value of libraries came into focus and along with other public libraries, we became a lifeline for those in need. A majority of the increase in visits were from those most affected by the Great Recession of 2007-2010. This meant we saw an even larger amount of under-represented, impoverished and unemployed library users than we had in decades. According to the State of America's Libraries, ALA 2010, Americans are turning to their libraries in ever larger numbers for access to resources for employment, continuing education, and government services. Diversity and Literacy Services at the Long Branch Free Public Library sought to meet these needs by offering new and necessary programs such as the Fresh Start Re-Entry Program, expanding hours in the Technology and Career Center and continuing to offer successful programs such as ESL, Teen Tech Time and Basic Computer Literacy classes. To ensure the above mentioned services remain relevant and up to date, Tonya Badillo, Librarian of Diversity/Literacy services continued to train and share in these areas via in person workshops, online webinars and other various educational venues such as conferences and seminars.

World Languages

Libraries are known for providing a safe haven for the new immigrants of our country. "From the turn of the 20th Century, when European immigrants began arriving in large numbers, until today- libraries have been places that new Americans turn to for information and assistance." (ALA, 2010). Our World Language collection seeks to continually support this traditional role of libraries. Our World Language collection includes adult fiction and non-fiction, children's materials, audio books, periodicals and movies in both Portuguese and Spanish. In 2010, we



circulated a total of 2143 items.

We also re-cataloged all Learn English materials to feature the materials in an easy to locate area. Within our Learn English section, we have books, DVDs and workbooks that range from beginner to advanced levels as well as materials on citizenship, immigration and American customs. The materials in this particular area of World Languages are extremely popular and on any given day, this area is filled with families seeking to read in their native language, learn English, or offer their children the opportunity to read books of another language.

Diversity and Literacy Programming

Through diversity and literacy programming the Long Branch Public Library seeks to alleviate any linguistic, economic, and educational disparities that might hinder others from fully using our library and its resources. Therefore, we offer programs such as free Learn English Classes, Basic Reading Classes, Teen Programming, Homework Help, and more. Our city is more diverse than ever and we continue to work hard to address the needs of our community and provide relevant, educational and fun programs for everyone. Some of our diversity and literacy programs include:

Learn English Classes: In 2010, attendance in classes rose 32%, with 170 Learn English classes attended by a total of 1615 students. Two additional classes offering beginner and intermediate levels were added each week, led by two experienced and friendly teachers, Tara and James Greatorex. Classes were held Monday through Thursday and ran sixty minutes each. Students were supplied with workbooks, textbooks and all necessary materials as needed.

Basic Reading Class: Using a basic literacy newspaper and new beginner reader titles, a basic reading class was implemented twice a week. Classes were attended by both new readers and English learners and will continue to run next year.

OUTREACH & PUBLICITY

In the year 2010, Kate Angelo, Outreach Manager and staff began to focus more on “family” programming than programming specifically for adults. We began Family FilmDays and started our Facebook and Twitter accounts. Work continued on iPoet in conjunction with the LB Arts Council and LB Historical Association. In response to losing our sponsor for our monthly page in the LINK News, we held our first fundraiser, the Cakewalk. Through working with others on the LINK and in developing the Cakewalk, new contacts for publicity were gathered. Our Adult Summer Reading Club was also held to coincide with the Children’s and Teens’ Summer Reading Clubs.

Programming

In an attempt to better serve the community, the topics were varied for our adult programs.

MONTH	PROGRAM	ATTENDANCE
January 30 th	Poetry with Geoffrey D. Holman	7
February 20 th	Visit from Mr. & Mrs. Lincoln	22
March 24 th	“Silvia”- A Play by Audrey Palmatier	32
April 24 th	Senior Legends	58
May 12 th	Community Gardening with Lisa Bagwell	7
June 9 th	Nature of New Jersey - NJ Audubon Society	10
July 17 th	“The Rover” - Shakespeare Theatre of NJ	50
August 21 st	Cakewalk - fundraiser	24
September 25 th	Book Talk with Renee Gatz	7
October 20 th	History of the LB Fire Department	34
November 17 th	Beatles Tribute Concert	18
December 1 st , 15 th , 8 th , 29 th	Holiday Movie Marathon	
	<i>8 Crazy Nights</i>	11
	<i>A Christmas Carol</i>	8
	<i>Elf</i>	Cancelled - snow closing

The Cakewalk was our first attempt at a library-sponsored fundraiser. While the “Friends of the LB PL” is normally the fundraising organization for the library, we were faced with new need when we lost our sponsor for the monthly library page in the LINK News. Keeping in mind that our patrons vary widely in age and fitness levels, we developed a short walk with a reception after. Though we had only 24 participants we were able to fundraise \$1255.25. Along with a donation from the Friends group, and a reduction in price from the LINK, we were able to secure funding for the LINK News page for the year 2011.

Family FilmDays

In May 2010 we began new programming on alternating Saturdays. We purchased licenses from two movie licensing companies to provide this service. Movies are chosen for elementary school-aged children and teens.

MONTH	MOVIE TITLE	ATTENDANCE
May	<i>Up</i>	24
June	<i>Alice in Wonderland</i>	20
	<i>Shrek</i>	28
July	<i>Jaws</i>	20
	<i>Whale Rider</i>	15
August	<i>Beverly Hills Chihuahua</i>	8
	<i>Hotel for Dogs</i>	10
September	<i>Mean Girls</i>	20
	<i>Diary of a Wimpy Kid</i>	15
October	<i>The Witches</i>	9
	<i>The Addams Family</i>	11
	<i>Hocus Pocus</i>	5
November	<i>Miracle on 34th Street</i>	7
	<i>Pocahontas</i>	4
December	<i>The Grinch</i>	7

[After Hours Book Club](#)

After receiving various requests from patrons for a book club at the Main Library, Mrs. Angelo brainstormed as to when the best possible time/day might be. We have book clubs that reach senior citizens, children, and teens. What we didn't have was a club available at a time when the average, working patron could attend. She chose Friday evenings so the staff could try to reach these patrons. It has, thus far, been successful. We have a core group of ten people who have attended regularly since August 2010, with an additional person or two in some months.

[Adult Summer Reading Club](#)

We held the Adult Summer Reading Club from June 28th to August 14th. Because of poor participation in 2009, we changed the program to better fit the desires of the patrons. Instead of a prize for everyone who completes the SRC booklet, we put together two large gift baskets of books and reading related items. Each person who completed a booklet was placed into a drawing for one of the baskets. We had one winner from the Main Library and one from the Elberon Branch.

	Booklets Handed-Out	Booklets Returned	Books Read
Main Library	390	138	690
Elberon Branch	145	42	140
Total	535	180	830

[Publicity & Outreach](#)

Through regular efforts in publicity and outreach, Kate was able to gain new contacts for free publicity. One of our participants in the Cakewalk, Greg Kelly, offered his services at MonmouthCountyLife.com. This is a website that offers news and event posting for Monmouth County. After the Cakewalk, she began sending Mr. Kelly our monthly events.

Through some internet searching, she found Long Branch now has a Patch.com page. Patch.com is an internet-only news source. One of our contacts formerly of the LINK News, Jack Kearns, now writes for the Long Branch page of Patch.com. She made contact with the editor, Christopher Sheldon and will begin to send publicity regularly.

A representative from FM 90.5 The Night, Brookdale Community College's radio station, visited the library and gathered extensive information regarding our on-going programming. Kevin Scott Jones is working with 90.5 to develop a comprehensive source for local events. The Long Branch Library will be included in that.

When planning the Cakewalk, we spoke to Art Castellano of the NJ Marathon. He told me of opportunities for the Long Branch Library to receive part of the proceeds from the marathon. If we can gather 30 volunteers we are eligible to receive \$1200. We are currently identifying if there is interest for this.

Through 2010 we continued to work on the iPoet Project. We had one small event, with a total of about 12 participants and spectators. We continue to work with LB Arts Council, LB Historical Association, and the City of LB to develop this program into something sustainable and of interest to the city's youth.

[Social Networking \(Facebook & Twitter\)](#)

We opened library accounts for Facebook and Twitter in 2009, but focused greatly on them beginning in 2010. While attempting to grow patron use of these social networks, I found that Facebook appeals much more greatly to our patrons than does Twitter. The library still holds a Twitter account but has few followers, which are mostly local businesses. Our Facebook page, on the other hand, continues to grow. At the end of 2010 we had 325 "fans" from 11 different countries. Patrons are getting to our Facebook page through our website, Google, AOL, Yahoo, Facebook, and a number of other websites. Having the Facebook page has widened our visibility on the internet and is an additional place for our patrons and community to find us.

[Google Places](#)

Francine Marks signed the LB Library up as a Google Place. This means that when people search related terms in Google our website is offered as a possible destination. Both branches are listed and pin-pointed on a map. In only one month we had over 600 hits, with over 50 of those people then choosing to visit our website. Being recognized by Google Places will make it easier for patrons, and prospective patrons, to reach us.

LOCAL HISTORY ROOM

Did you know the Local History Collection is an exciting resource for researching your city?
Have you ever wondered about the important people who shaped the city's history?
Are you interested in newspaper articles written when you were a child?

Librarian Janet Birkhead, staffs the public service hours in the Local History Room on Tuesdays from 11am – 2pm and other times by appointment. Janet is assigned to handle local history research questions and works with volunteer, Elsaly Palmisano to develop the resources of the collection.

Some of the collection includes:

Yearbooks
Long Branch History Books
Long Branch Newspapers
City Directories
North Jersey Shore Resort Era Collection



At the Library Reception held August 24. Board President Kathryn Tarantino presents Wayne Stevenson (behind table – on the right) and Ginny Stevenson (seated at table) with a lifetime community service award. Wayne Stevenson said he is proud to have been Sam Mills Guidance Councilor at Long Branch High School.

Thank you to the wonderful staff of the Long Branch Free Public Library that work tirelessly to ensure we move forward as the heart of the community, to ensure quality services, up to date technology and diverse programs.

Addendum:

2010 Financial Recap

2010 Return Form

2010 Value of Services

2010 LMxAC Value of Shared Services