

Bethlehem Area Public Library Director's Report  
January 2017



## Notes from the Director...

I am excited to begin another year at BAPL, looking forward to building on the recent successes of our organization. I hope the new format of this report is useful and illustrative of all that is going on at the library. We have lots of great things planned for this coming year! For January 2017, I noted increases in several statistical categories over January 2016, including:


- **Increased number of visitors to the Main Library**
- **Increased number of visitors to the South Side Branch**
- **Increased number of items borrowed at the South Side Branch**
- **Increased number of items borrowed on the Bookmobile**
- **Increased number of library card sign-ups (360 total)**
- **Increased number of e-Book downloads**
- **Increased number of computer use sessions**

It was a busy month! In other news, we received a significant gift from the estate of Bob Cohen, with the funds to go towards renovating the first floor and the creation of the “Bob Cohen Room,” which will include a performance space, quiet study area, and coffee kiosk if all goes according to plan. Discussions with architects continue as to these plans; the goal is to complete the project by the end of the year. I am also happy to report renewed partnerships with several organizations in our community including PBS 39, ArtsQuest, Lehigh University, Bethlehem Area School District, WDIY, and the United Way of the Greater Lehigh Valley, among others.



*“Tail Wagging Readers” is always a popular day at the library! (Jan 28)*

Respectfully Submitted,



Josh Berk, Executive Director

## January 2017 Highlights

The first book sale of the year was held January 25 and 28 at the Main Library. As always, book sale day is a very busy day! Bethlehem Area School District Assistant Superintendent Jack Silva tweeted that the BAPL book sale is like “the Super Bowl for readers.” Laurel Stone and our volunteers do a great job preparing for and hosting the book sale and it is an excellent fundraiser for the library.



*January's book sale brought in over \$10,000.*

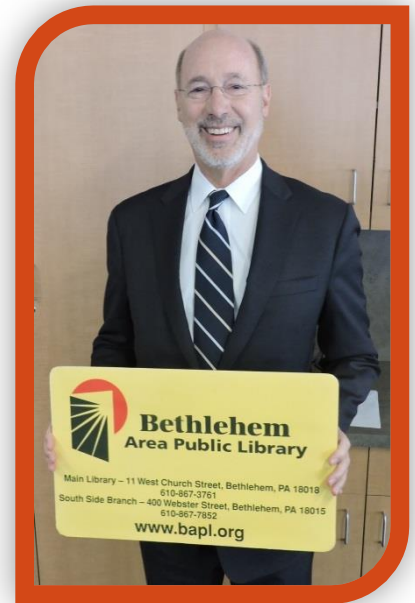
Another highlight this month was a visit from Pennsylvania **Governor Tom Wolf**, who hosted a roundtable discussion with many local leaders from both government and business. For young children, the “**We’ve Got the Beat**” music program in the children’s room was particularly well-attended (over 70 people) and was a hit with our littlest patrons. Older students enjoyed getting a hands-on and high-tech experience with our **3-D printer** at an event on January 28. They designed and printed their own creations. Finally, the lecture by **Moravian Archivist Paul Peucker** was an excellent offering for adults.

## City of Bethlehem

**City residents borrowed 25,445 library items in January** (not including digital items). **Two hundred and seventy City residents signed up for new library cards this month.** We enjoyed working with Mayor Donchez and other City officials to host Governor Wolf for a productive meeting.

## Bethlehem Township

This month, Youth Services Outreach Librarian Regina Kochmaruk began a story session at Bethlehem Township Community Center. This will be held once a month on the first Friday of each month. This program is advertised in the Township newsletter. Twelve children attended the first session, attending with moms or grandparents. After the story, they moved to “sensory stations” and also made beaded snowflakes. The feedback was very positive; all families signed up to attend again in February. **Bethlehem Township residents borrowed 5,248 library items in January (not including digital items).** Twenty-five BT residents signed up for new cards this month.



*Governor Tom Wolf got “carded” on his visit to BAPL on January 11.*

## Borough of Fountain Hill

A successful library card drive was held at Fountain Hill Elementary School by South Side Branch Manager Brenda Grow. A total of 182 students signed up for library cards.

**Fountain Hill residents borrowed 1,143 library items in January (not including digital items).**

## Hanover Township

I have been in conversation with Township Supervisor Jay Finnigan, as well as several commissioner members regarding library service to the Township. It was discussed at a Township meeting on January 24 and I look forward to further discussions. **The HTCC kiosk was used to borrow 119 items this month. In total, Hanover Township residents borrowed 4,663 library items in January (not including digital items).** Nineteen HT residents signed up for new library cards this month.

## Service Statistics

2017				
	JAN	YTD	GOAL	PERCENT
Youth Activities offered (Main, South Side, outreach)	42	42	500	8.4%
Number of children reached (Main, SS, outreach)	1,172	1,172	16,500	7.1%
Computer Use (total sessions)	4,693	4,693	65,000	7.22%
Items checked out	41,707	41,707	550,000	7.58%
Internet Hotspots borrowed	38	38	450	8.44%
Bike Bethlehem (bike check-outs)	0	0	150	0%
e-downloads (e-books, e-audio, digital magazines)	1,297	1,297	12,000	10.81%
Attendance at Main (door counter)	17,708	17,708	225,000	7.87%
Attendance at SS (door counter)	2,927	2,927	35,000	8.36%
Events for adults (Main + SS)	18	18	200	9%
Attendance at adult programs (Main + SS)	208	208	3,000	6.93%
Articles read in library databases	1,552	1,552	17,500	8.87%
New Library Card registrations	360	360	3,400	10.59%

*These goals are based on equaling or surpassing 2016 totals. I will update the chart each month to show our progress towards the goal at year's end.*