

# Huntingdon Valley Library



## 2012 Annual Report

### Destination: The Library



In 2012, the Huntingdon Valley Library worked to be the hub of the community. As part of the Lower Moreland Township 'campus,' we shared the Community meeting room, gymnasium and youth center and offered citizens materials, meeting space, technology and a hot cup of coffee when they visited. The Friends of the Library had their weekly canasta and Mah Jongg games here, as well as a monthly book club. Chess club, Computer Education Society of Philadelphia, Hunt Club, local tutors and other area groups used our multi-purpose room for meetings and workshops. The Library itself sponsored weekly story times, Sit-N-Knit and Friday movies. July saw the library busy with young readers filling in their reading logs and attending Summer Reading programs. We invested in our technology so visitors had new computers, faster Internet and reliable wifi when they visited. We infused our collection with new audiobooks on CD, non-fiction, fiction, mysteries, movies, children's movies, music CDs and large print books. We had many goals for the year; some we met and others we are still working towards, but we continue to move forward to meet your needs.

-Sharon Moreland-Sender  
Library Director

### Board of Directors

January – December

Eleanor Schneider, President  
Jack Bernstein, Vice President  
Judy Trichon, Treasurer  
Maryam Roddy, Secretary  
Ferdinand Gonzales  
Barry W. Braun  
Marianne Nolan  
David Silver  
Marla Friedenber

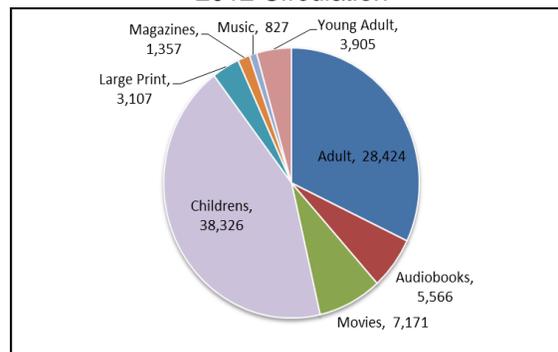
### The Statistical Story

- 35,793 items circulated 88,683 times in 2012, 434 fewer circs than in 2011
- We ended 2012 with 81,515 items in the collection, an increase of 2%
- 6,054 people had active library accounts in 2012, 20 more than 2011
- We had approximately 65,000 visitors in 2012. This is a decrease of 44% from 2011, if you trust our counter.
- Our most active users are from Lower Moreland Township (64% of all circulation), Philadelphia (16%), and Bryn Athyn (6%)

### What this means

- The value of our collection to you, based on how much was circulated in 2012, was about \$1,293,262.65—a healthy return for the \$82,884 spent on the new materials.

2012 Circulation



Huntingdon Valley Library  
625 Red Lion Road  
Huntingdon Valley, PA 19006  
(215) 947-5138

Web: [www.hvlibrary.org](http://www.hvlibrary.org)  
E-mail: [hvldirector@mclinc.org](mailto:hvldirector@mclinc.org)

Winter Hours:  
Mon to Thurs 10 to 9  
Friday 10 to 5  
Saturday 10 to 5 (10-2 Summer)

### Goals for 2013:

- Strategic Plan for the Library
- Focus on Early Literacy and become a Family Place Library
- Expand joint Library/Friends Programming
- Increase visitor and circulation counts
- Provide excellent, friendly service
- Become a Creation Destination
- Host a successful Golf Outing fundraiser
- Renovate the Circulation Desk to work best for both patrons and staff

## The Financial Story

The Library received \$36,217 in State Aid, which is based on the number of Lower Moreland Township residents we serve, and \$28,838 in funding from the Friends of the Library. The Township provided \$461,331 in support, which accounts for 85% of our revenues. The Board approved expending \$7,000 from the Ollinger Endowment Fund and \$500 from the Lillian S. Stile Fund for new Music CDs and Non-fiction titles. In total, we expended \$96,823 on the collection, \$7,078 on programming, \$287,426 on staff and the remaining \$117,038 on operating expenses.

Support from the Friends in 2012 included:

- \$10,500 in children's materials courtesy of the Hoffman Fund and Sarah and Toby Wolfberg Endowment Fund of the Philadelphia Foundation.
- Funds for new Audiobooks, Fiction, Non-fiction, DVDs, and Large Print
- *Encyclopedia of Science and Technology*
- Summer Reading Program and Party
- Write and Illustrate book binding and party
- *BookPage* Newsletter with book reviews
- Betsy Anderson art Lectures
- *Voices of the Valley* book and reception
- Carrie Hagen author visit
- Celtic Pride music program
- The Mah Jongg players provided \$3,300 for audiobooks and popular DVDs

The Women's Club of Huntingdon Valley donated \$1,600, which we used to purchase best-sellers books for our Rental program.

Individual donations, gifts, and memorials came to \$4,319.



## The Programming Story

**January** – We had our weekly events, including Story times, Sit-N-Knit, Movies and the Friends' Canasta and Mah Jongg games. Barnes & Noble talked about Nooks, too.

**February** – The "Funday Monday" Lego program launched this month and Abington Hospital spoke for Heart Health Month.

**March** – Tail Waggin' Tutors, Celtic Pride Irish music and dance, a four-week babysitting course, PJ party, Zoo visit, Author Carrie Hagen and a flower design program made for a busy March.

**April** – April kicked off with an egg hunt, teens learned magic with Ran D'Shine and the CESOP taught tech classes.

**May** – The very successful "A Taste from the Cultures of Huntingdon Valley" program featured Eastern Europe and was underwritten with a Wachovia grant. Maurizio Giammarco hosted the Friends' Foreign Film series.

**June - Aug** – Summer Reading season kicked off with the Cat's Pajamas concert and featured weekly performers, plus Science in the Summer and Bricks-4-Kidz construction camp.

**October** – Elizabeth Anderson of the Philadelphia Art Museum gave a three-part lecture on the Artistic Heritage of Philadelphia. We filled the Community room with neighbors and memories at the "Voices of the Valley" program and book sale.

**November** – AARP Driver's Safety met at the library again this fall; we had two computer classes, and Bricks-4-Kidz built weekly.

**December** – A Magic workshop started the month, the Young Authors reception for the annual Write and Illustrate Your Own Book contest honored local talent and creativity, and St. Albert the Great School visited with almost 30 8<sup>th</sup> graders!