



Clifton Park-Halfmoon Public Library

Your Community Center for Lifelong Learning

Message from the Board of Trustees:

As this report documents, your Library today is healthy, thriving and in a strong position to contribute to the quality of life in our community. Our intent is to build on that strength by better preparing for the challenges that might lie ahead.

To that end, your Library Board of Trustees launched a planning effort in 2010 examining key aspects of Library operations and offerings while attempting to forecast the needs of the community we serve.

Planning efforts will continue in 2011, culminating in a written plan to serve as a benchmark for future trustees.

We have embarked on this effort without the benefit of a crystal ball but fortified by input from community focus groups, held throughout 2010. Various committee studies looking at changing community and informational trends also supported our ever-evolving short and long-term goals.

While this effort will not precisely define all the challenges that might lie ahead, it will help us develop insight into potential scenarios that might occur and what their impact could be on our community and Library.

Clifton Park-Halfmoon Public Library Board of Trustees

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www.cphlibrary.org

2010: Staying Relevant in a Changing World

“One of the great attributes of a modern library is the seemingly endless opportunity to innovate around emerging trends. It’s what keeps us relevant and valued by a growing community while staying true to our traditional mission.” *Alex Gutelius, Director*



Service Enhancements

2010 was a productive year for the Clifton Park-Halfmoon Public Library as new services and programs were introduced providing greater access to information and media.

Internet service expanded by five computers for a total of 38, with four placed in the children’s library.

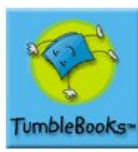
A **laptop loaning** program was introduced for district patrons, further expanding computer access. These laptops may be checked out for use within the Library.



New print services include color printing within the Library, wireless printing and remote printing from any wireless Internet device.

The website now enables patrons to reserve meeting rooms online. Public booking of rooms totaled 570 hours, a 134% increase over 2009. The website received over 350,000 visits. The *Reader’s Corner* has been updated.

Check it out at www.cphlibrary.org



New database subscriptions were added including *Mango*, a language learning software, *Tumblebooks* interactive read-aloud children’s books and *Consumer Reports* for up to date reviews on consumer products.



In January we launched a **new online service** called *Universal Class* with a catalog of over 500 courses covering a wide variety

of subjects. Up to 5 classes can be taken at one time featuring interaction with a live instructor and other students throughout the world.

Reference Enhancements



We now participate in **Ask Us 24/7**, a national cooperative service providing patrons online access to librarians 24 hours a day/7 days a week.

Reference by Appointment allows patrons to make an appointment for questions requiring in-depth assistance.

e-Books were added to our suite of Downloadable Media. Watch for *Freegal*, a downloadable music service in 2011.



Expanded communication with patrons includes Facebook, Teen and Tad* Facebook pages, Twitter, Times Union Blog and a monthly e-newsletter.



Outreach and Community Partnerships

The Library participated in 47 separate community



events such as Farm Fest, Shensational, Town of Clifton Park’s July 4th parade and the Halfmoon Holiday parade, bringing library services and

information outside the physical boundaries of the building. We hosted a *Volunteer Fair* and a *Teen Volunteer Fair*, where patrons found out about volunteer opportunities in our area.

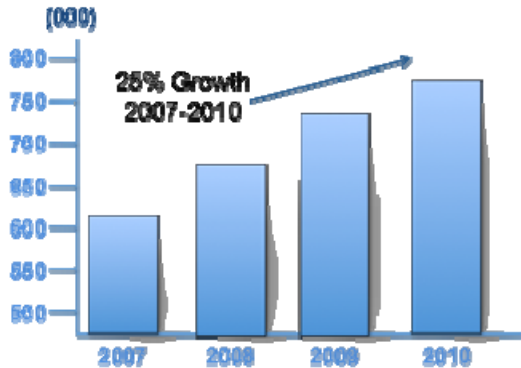
*Lastly, we introduced **Tad the Big Blue Frog, Library Mascot**, who participates in many of these Outreach events and puts a fun and happy face on the Library and reading.



Meeting the Needs of a Diverse Community

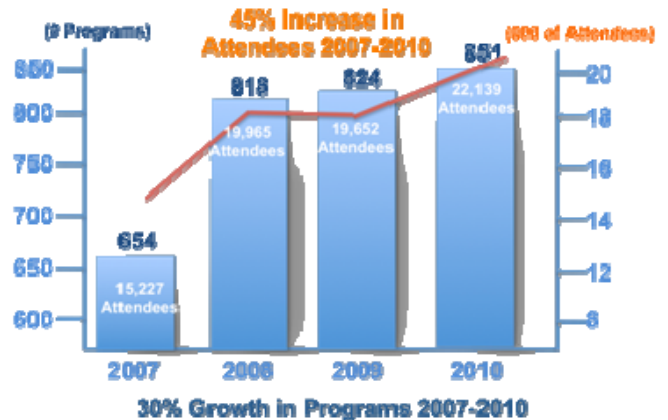
2010 marked the fourth full year in the new Library. While usage of the Library and materials in 2010 was another record year, growth is even more dramatic when compared to 2007 numbers.

The collection size remained steady, as ongoing maintenance was balanced by the addition of current materials. The AV collection alone stands at 18,000+ items.

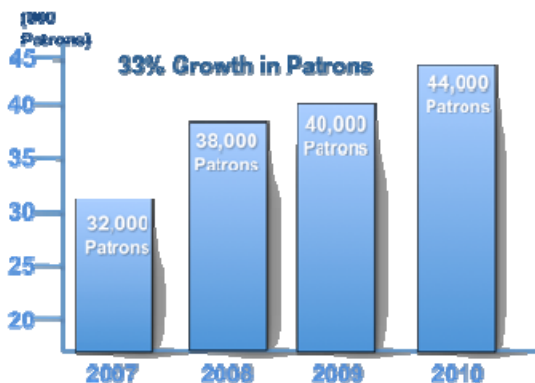


2010 Circulation increased to 771,310 with growth in both print and AV items, a 7.5% increase over 2009 and a 25% increase over 2007.

Programs reached record levels in 2010 both in the number of events held and participation. 851 programs had over 22,000 attendees; a 30% growth in the number of programs and a 45% growth in attendees since 2007.



Patron growth reached 44,000 cardholders, averaging 300 new cards issued per month in 2010. As inactive cards are cancelled after three years of no activity, this measure reflects active library users.



Reference requests remained steady at 50,000+ and the number of Internet minutes patrons exceeded 3,300,000, another record.

Financials

The Library continued to efficiently manage taxpayer funds while accommodating increased utilization due to Library popularity and community growth.

2010 Revenues	
Clifton Park	\$2,413,700
Halfmoon	1,062,179
Div. for Youth	5,870
Grants	14,812
State Aid	757
Donations	13,304
Interest	15,286
Library Fees	94,699
Appropriated Funds	294,139
Total	\$3,914,746

2010 Expenses	
Salaries	\$1,629,127
Benefits	345,252
Collection	308,026
Bldg. Operations	579,455
Supplies/Services	98,985
Professional Fees	6,485
Bond Payments	947,416
Total	\$3,914,746

Mission Statement

The Clifton Park-Halfmoon Public Library provides informational, educational, cultural and recreational reading resources, services and programs for the people of the area the Library is chartered to serve. It strives to provide the most wanted resources, services and programs on-site as well as offer access to additional resources and services.