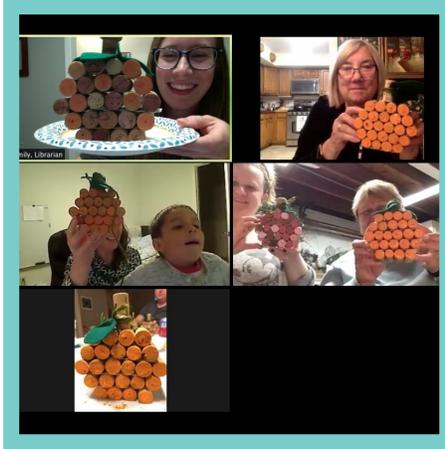




CLIFTON PARK  
HALFMOON  
PUBLIC LIBRARY

# 2020 ANNUAL REPORT



# A MESSAGE FROM THE BOARD

**“We are one of the most cautious, yet forward-acting libraries in the region. Our highly professional staff responded to uncertainty and rapidly changing conditions with patience, flexibility, and resilience. As a result, we are functioning, we are safe, and patrons are appreciative.”**

**--Russ Wise, Board President**

It goes without saying, 2020 was a year like no other. At the Clifton Park-Halfmoon Public Library, the New Year was off to a good start--our slate of programs was filling up, we were partnering with community organizations, and planning was under-way for a visit from author Heather Morris, all the way from Australia. Of course, by mid-March everything came to a halt. When we closed our doors on March 15 out of an abundance of caution, we could not have predicted the circumstances and uncertainty that would follow for us and the rest of the world.

The impact of the pandemic could be seen in nearly every aspect of Library operations--access to the building, circulation of materials, programming, reference services, and staffing. With the safety of staff and patrons as our primary consideration, and guided by the goals set forth in the Library's Strategic Plan, we found new, innovative ways to connect with the community while continuing to offer services. Despite these new challenges, the Library staff was determined to adapt and shift our services to meet the needs and expectations of our patrons.

## CONNECT & COLLABORATE

Library staff was tasked with the tremendous job of bringing the community together, while we were all physically apart.

- Patron calls we rerouted to librarians, who responded remotely by phone or email from their homes
- The Library participated in the area's **518 Rainbow Hunt** with a 170-foot rainbow, designed and installed by Synthesis Architects across the Library's windows
- Staff created a social media **We Miss You** video for the public

## MAXIMIZE LIBRARY ACCESS-INSIDE, OUTSIDE, & VIRTUAL

The library staff continued to offer the same level of service our communities had become accustomed to. They were determined to bring the Library to you, when you couldn't come to the Library!

- Story time videos and tutorials presented on Library's YouTube channel
- Virtual programs and meetups utilizing streaming platforms
- Increased usage of digital resources and databases during closure
- Pre-picked book bundles and activity kits to go were created once Library doors reopened

## CREATE AND DELIVER COLLECTIONS, PROGRAMS, & SERVICES

When the Library closed its doors, nearly 30,000 items were checked out. The next challenge the staff would face was how to safely have those items returned, and how to get books back into the hands of patrons.

- Donation from Twin Bridges Waste & Recycling provided receptacles for returned items
- Detailed system was put into action following quarantine safety protocols
- Curbside checkout system developed
- 1,000 appointments were scheduled in first two weeks, and 3,200 items were checked out

## DEVELOP PEOPLE & THE ORGANIZATION

While the building remained closed, many employees were able to work remotely.

- Frequent department and staff meetings held virtually
- Creative and collaborative efforts
- Workshops and webinars attended by staff
- New methods and alternate approaches to conducting library business emerged

Although this year looked different in many ways, we strived to continue serving the public to the best of our ability under challenging circumstances. We look forward to transitioning to business as usual at the Library and to the healing and rebuilding of our communities. While we are proud of our staff effectively addressing the challenges of 2020, we are equally appreciative of the patience and cooperation of our loyal patrons throughout the entire process. In the year ahead, we hope to return not just to full service, but to a new and improved way of doing things at your public library.



**40,000+**  
Active card  
holders

## BY THE NUMBERS



**240,000**  
Website visits

- Database usage increased by nearly **1,200** sessions
- **600+** new digital borrowers



**23,814**

Reference questions answered in person, through email, and by phone



## 2020 TIMELINE

- March 16 Library closes
- March 23 Reference calls answered remotely
- April 13 Virtual programs begin
- June 22 Curbside service begins
- July 6 Library building reopens for browsing only; limited hours
- Sept. 8 Services and hours expand
- Oct. 5 Access to public computers resumes
- Nov. 2 Public seating and newspapers available



**183** virtual programs, attended by **4,640** adults, teens, & children



- **108,885** digital downloads, a **35%** increase from 2019
- Streaming service usage up **170%**, an increase of nearly **4,000** uses

**124** videos created by staff for YouTube, Facebook, and Instagram with over **4,000** views



# 2020 FINANCIALS

2020 REVENUES	
Town of Clifton Park	3,117,765
Town of Halfmoon	1,488,962
Grants	10,917
State Funding	11,547
Donations	10,419
Fees	19,471
Interest	13,494
<b>Total Revenues</b>	<b>\$4,672,575</b>

2020 EXPENSES	
Salaries	2,196,409
Benefits	511,534
Collection	332,500
Facility & Equipment	315,577
Operations	447,334
Bonds	771,688
Surplus	124,254
<b>Total Expenses</b>	<b>\$4,672,575</b>

## BOARD OF TRUSTEES

Russell Wise, President

Maria McMunn, Vice President

Mat Cantore, Treasurer

Megan Brown

Jason DiGianni

Suzanne Dugan

David Golden

Thomas Madison

Stephen Meyer

Edwin Rodger

Purushothaman Srinivasan

Joseph Gaug, Esq. Attorney

## MISSION

The Clifton Park-Halfmoon Public Library nurtures and fosters community connections by providing the space and resources for patrons to be educated, entertained, and enriched.