

**2020**

# **Annual Report**





**READ**  
**MEET**  
**DISCOVER**  
**GROW**

**Swarthmore**  
**Public Library**

## THANK YOU!

---

Providing an entire community with quality library events and services is definitely a team effort.

Thank you to everyone who made it possible this year.

### LIBRARY STAFF

Carol Mackin, Circulation Manager  
Scott Schumacher, Youth Services Coordinator  
Kerry Doyle, Public Relations Coordinator  
Jenifer Phillips, Adult Services Coordinator  
Perri Rechner, Library Assistant

### FRIENDS OF THE SWARTHMORE PUBLIC LIBRARY

Betty Dowling, President  
Diann Brown, Vice President  
Anne Papa, Treasurer  
Virginia Williams Joyce, Secretary

### LIBRARY VOLUNTEERS

Our volunteers are a wonderful bunch. We are greatly appreciative of the 1,380 hours spent helping the library!

Marnie Berkowitz  
Nancy Carroll  
Patti Clymer  
Louise Coffin  
Lois DeLapp  
Betty Dowling  
Sue Dyson  
Beth Fitzsimons  
Meredith Flower  
Kate Francis

Sally Fullam  
Kathy Gerner  
Moira Hahn  
Virginia Williams Joyce  
Carol Kennedy  
Alison Manaker  
Maria Mooney  
Martha Marcus  
Eve Mountford  
Bob Mayer

Mimi Nenno  
Anne Papa  
Dorothy Philipson  
Bern Rehberg  
Sarah Rehberg  
Carol Savery  
Diane Scott  
Jenny Shulbank  
Beth Soch  
Marty Spiegel

Helene Van Hoeven  
Sally Wadleigh  
Betty Wallace



# A MESSAGE FROM

---

## JAMES BANKO, President of the Swarthmore Public Library Board of Trustees



What a difference a year makes! Last year was the ninetieth year of the Swarthmore Public Library's existence and in our annual letter we spoke of the library's birthday party and described new programs and the need to expand our physical premises. This year our annual report is all about social distancing and the pandemic.

Nevertheless, the Library continued to provide much-valued services to the community. The Library is providing WiFi for patrons outside the library in the parking lot and on the front lawn. Except for the mandated State-wide shutdown, the Library has remained open with staff making materials available for pickup. Several programs went on-line such as our Book It! 5K Run/Walk, and our

"One Book, One Swarthmore" event. The Library also offered Zoom programs with various guest speakers, book clubs, and programs for children.

Needless to say, the Library's 2020 fundraising efforts were hampered by the pandemic. With help from the Payroll Protection Program and Delco Strong Grant, as well as the Friends of the Swarthmore Library, the Borough, and the State, the Library's finances are currently in a secure position. But those of us on the Library Board have serious concerns about what looks to be very challenging times in the future. Fundraising will be a priority in 2021 and we ask that our community continues to support those efforts. We on the Board are entrusted with the task of ensuring that the Swarthmore Library continues its tradition of excellence in service to the community. We take this duty seriously.

## AMBER OSBORNE, Library Director

We've heard it stated over and over again: 2020 was unprecedented. These unprecedented events have affected the library, like so many organizations and businesses across the world. Our fundraising and fine/fee income decreased by 51% while our general expenses increased due to the need to purchase PPE supplies and equipment. Circulation fell by nearly 40% and our staff had to quickly create and learn new workflows and services.

While these aspects of the library's operations have been affected, and future finances, services, and hours remain in the "to be determined" category, we have certainly seen bright spots in the storm. Donations from our community increased by 82% and our Friends of the Library held a successful auction that raised a significant amount of money for library operations. The library was able to provide our wonderful staff their full salaries throughout the shut down through funding from the federal Payroll Protection Program. Our staff also excelled at being creative problem solvers and graciously adapting to their ever-changing duties.

We look forward to more bright spots this year, including seeing the smiles on your beautiful faces!



# BY THE NUMBERS

## CIRCULATION

The circulation of physical items decreased in 2020 (-53%) because of the pandemic, as circulation for materials our patrons can access at home increased (+50%).

**Total Circulation: 63,436**

### Physical Collection

Adult material: 15,646  
 Periodicals: 305  
 Audiobooks: 733  
 Music: 608  
 Video: 3,365  
 Museum & Parks Passes: 152  
 eReaders: 123  
 Picture books: 8,645  
 Juvenile material: 11,396  
 Young adult material: 1,813

### Digital collection

eBooks (Overdrive): 15,480  
 Streaming (Hoopla): 4,101  
 eMagazines: 1,069

### Inter Library Loan

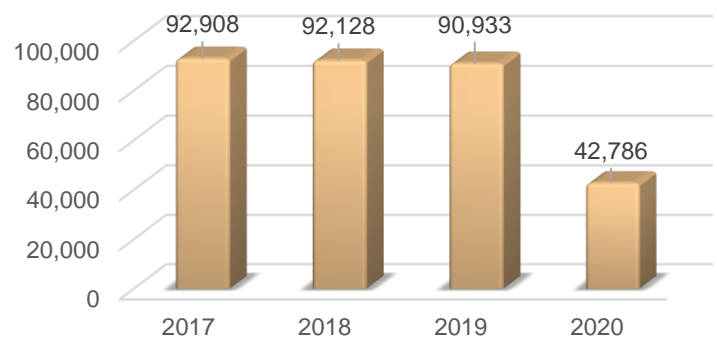
(Received items not counted in total circulation)

In county material sent: 6,576  
 In county material received: 8,811  
 Out of county materials sent: 60  
 Out of county materials received: 71

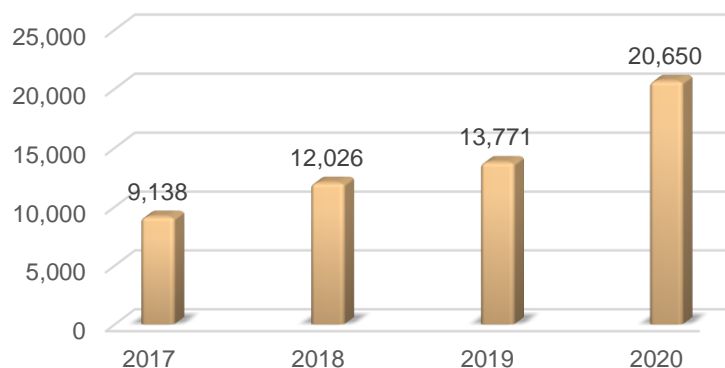
## CIRCULATION BY FORMAT



## TOTAL CIRCULATION: PHYSICAL COLLECTION



## TOTAL CIRCULATION: DIGITAL COLLECTION



# BY THE NUMBERS CONTINUED

## EVENTS & PROGRAMS

Offering programming that is exciting and interesting during a pandemic requires library staff to be flexible and creative. We offered a mix of virtual, remote, and in person programs over the course of 2020, always keeping safety for our patrons and staff in the forefront.

### For children & families

- 186 events attended by 5,448 people
- Highlights include virtual STEM activities, outdoor storytimes, Take and Make Crafts, and Cozy Care packages
- 29 Science, Technology, Engineering, Arts, & Math (STEAM) programs

### For adults

- 92 events attended by 1,734 people
- Highlights include several new book groups, Outdoor Ghost Stories, Spice It Up Cooking Group, and Spit Spreads Death lecture
- 15 Science, Technology, Engineering, Arts, & Math (STEAM) programs

## MEMBERSHIP, COLLECTION, & COMPUTER USE

Our membership grew by 35% in 2020. Our collection decreased due to a large weeding project that cleared our shelves of outdated and weathered items.

### Membership

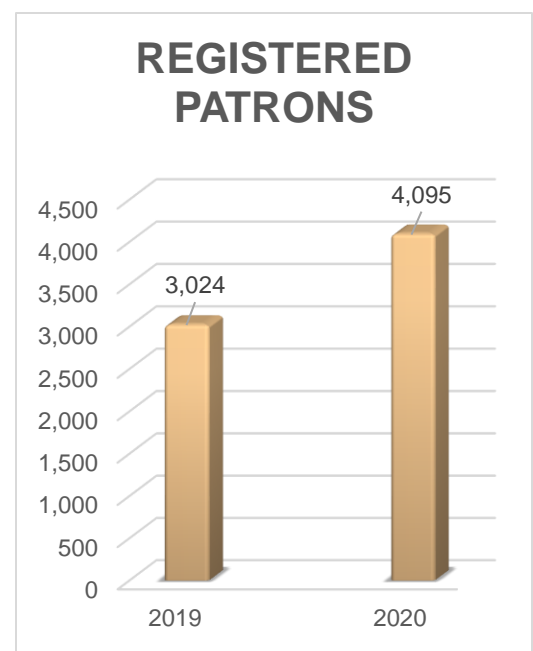
Registered Patrons: 4,095  
(65% of Swarthmore's population)

### Collection

Total collection: 55,266  
Volumes added: 1,657  
Volumes withdrawn: 5,647

### Computer Use

Public computer use: 1,191 hours  
(does not include untracked Wi-Fi use)

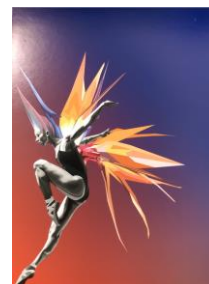


## 2020 HIGHLIGHTS

---

### TEEN ART CONTEST

As part of the Longwood Gardens Community Read, the library participated in a Teen Art Contest. Staff reached out to community schools to invite local teens to submit their artwork around the theme of plants. We displayed the six entries in the library during the month of February, and then staff voted on the winner, who received a prize. This contest was a great collaboration between Longwood, libraries, and schools.



### WIFI BEYOND THE WALLS

Assisted by the Information Technology Disaster Resource Center (ITDRC) we now provide access to WiFi for patrons outside of the Library. Patrons as far as the parking lot can log into the Library's WiFi network. To provide our outside WiFi users a place to sit, we created the Lawn Lounge on the library's front lawn.

### GRAB N' GO SERVICES

This year was marked by the need to be flexible and pivot our services as needed. Upon re-opening after the State wide shutdown, our staff immediately made materials available for pick up through a contactless pick up service. In addition, we provided Librarian's Choice, where our patrons tell us a little about what they are looking for so our librarians can select items according to those preferences. Little by little we increased our operating hours and available services with a concerted focus on keeping the environment as safe as possible for our patrons and staff. Now we are available 6 days a week for all of our normal services, and even some new ones!

### SOCIAL DISTANCE DIGEST



After the Library was required to close in March, we began a weekly newsletter called the Social Distance Digest to keep in touch with our patrons. The newsletter features Library news, funny cartoons, book lists, interesting articles, inspirational photos, and entertaining videos. After 40 plus issues of the newsletter, we hope we realized our goal of amusing, inspiring, informing and helping our community feel connected in this strange time of disconnect.

## 2020 HIGHLIGHTS CONTINUED

---

### PANDEMIC PROGRAMMING



Since we were not able to hold our normal roster of events due to the pandemic, library staff had to think outside the box about how to provide engaging and enriching programming to our community. We settled on a mix of virtual, remote, and when we were able, outdoor programming. We moved events online, such as our Book It! 5k



Run/Walk and One Book, One Swarthmore, while also creating new events like Take & Make crafting. Our outdoor programming took place at Little

Crum Creek Park, where we invited small groups to participate as they followed social distancing guidelines.

### SPICE IT UP & RETRO READS

After a brief hiatus, adult programming returned with a new roster of events. Two of those are, Spice it Up and Retro Reads Book Club. Spice it Up invites participants to explore different spices then come together and inspire each other with their creations. The Retro Reads Book Club delves into classic literature such as *Dracula*, *A Christmas Carol*, and *Beloved*. The group breaks down the text into small sections in order to have in-depth conversations on a weekly basis.

### BOOK BRUNCH

Early in December, we hosted a fund raising event that celebrated books, authors, and building a community of readers. Our Book Brunch featured six librarians talking about their favorite books of 2020 and two authors sharing their craft and the books they've written. Participants paid \$20 to receive brunch from Occasionally Yours, which they picked up beforehand, then settle in to listen to our speakers over Zoom. It was a fun event that had the added bonus of raising money for a good cause!



## WHAT IS SWPL'S ACTUAL WORTH?

---

**\$1,144,214**

**\$181 per Swarthmorean**

Adult materials borrowed	\$315,380
Young adult materials borrowed	\$ 30,821
Children's materials borrowed	\$240,492
Audiobooks borrowed	\$ 10,995
Interlibrary loan requests	\$159,264
eBooks downloaded	\$206,500
Magazines read	\$ 2,135
Movies borrowed	\$ 30,285
CDs borrowed	\$ 6,050
Adult program attendance	\$ 26,010
Children's program attendance	\$ 38,136
Museum & parks passes borrowed	\$ 4,560
Computer use (excluding Wi-Fi)	\$ 41,286
Reference assistance	\$ 32,300

American Library Association, Library Value Calculator

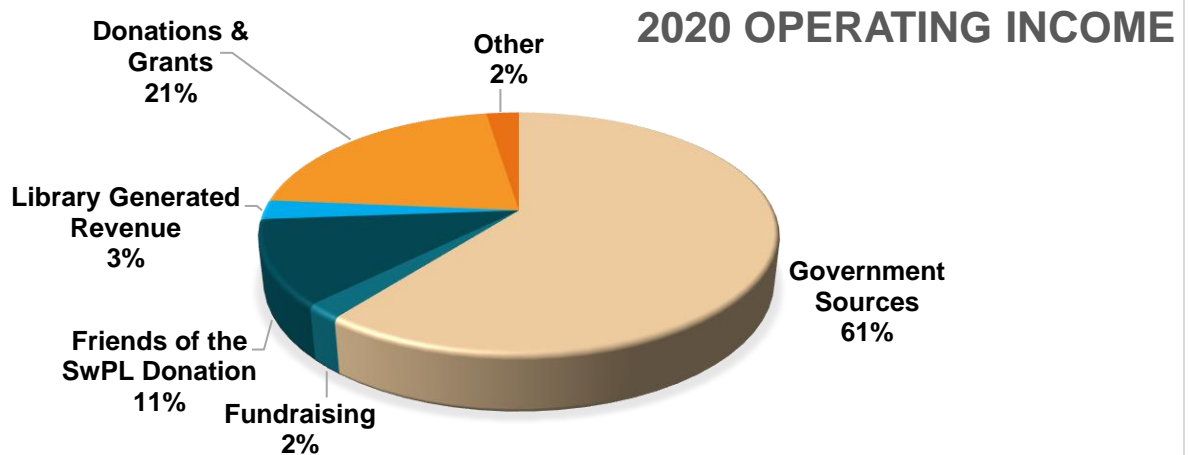
<http://www.ala.org/advocacy/library-value-calculator>



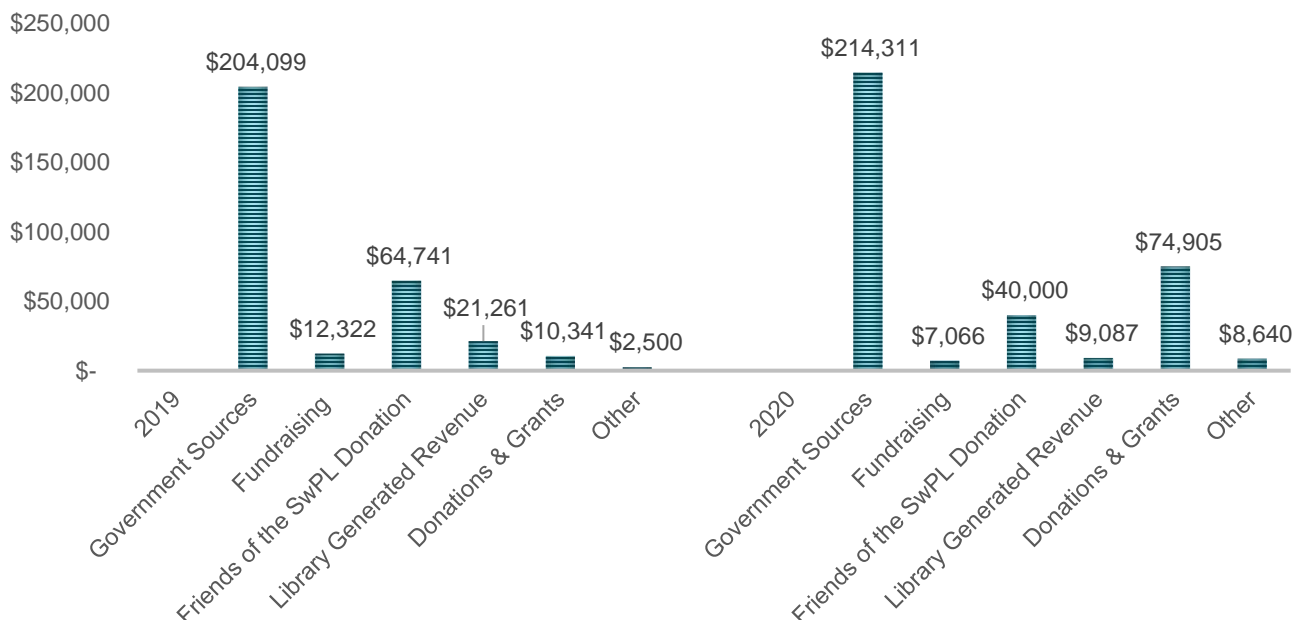
# OPERATING INCOME & EXPENSE

## Operating Income: \$354,009

Government Sources	\$ 214,311
Fundraising	\$ 7,066
Friends of the SwPL Donation	\$ 40,000
Library Generated Revenue	\$ 9,087
Donations & Grants	\$ 74,905
Other	\$ 8,640

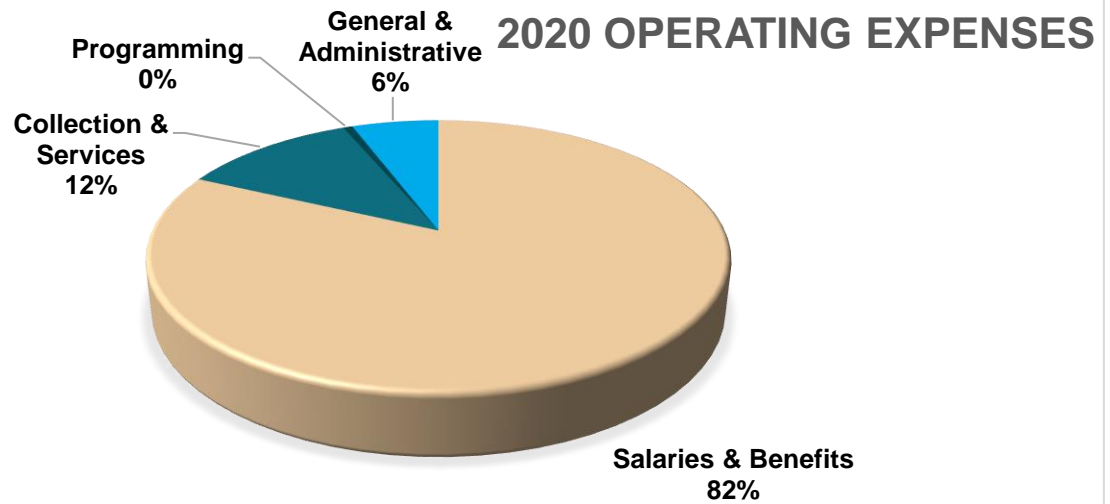


## 2019 VS. 2020: INCOME



### Operating Expenses: \$290,705

Salaries & Benefits	\$ 238,223
Collection \$ Services	\$ 33,908
Programming	\$ 1,812
General & Administrative	\$ 16,762



### 2019 VS. 2020: EXPENSES

