

## Easttown Library

### 2021 Accomplishments (arranged in accordance with the 2019-2021 Strategic Plan)

Due to the pandemic, the library began 2021 providing access to its collections through contactless pickup in the library's vestibule as well as virtual programming for all ages. The library reopened to the public in April for limited in-library access and it expanded its hours in June. At the beginning of November, the library resumed its full 65 hours/week schedule. Notary public service resumed in June and meeting room rentals and passport acceptance services were started again in July.

#### Goal 1. Being a Community Center

1. Open 75 days for contactless pickup only; open 48 days for limited browsing, computer use by appointment, and contactless pickup; open fully for 186 days.
2. Served 53,336 visitors.
3. Offered 619 library programs with a total attendance of 12,922.
4. Notarized 431 documents for library customers.
5. Processed 866 passport applications and 685 passport photos.
6. Held a shredding event in April and a shredding/e-waste recycling event in October, both hosted by the Friends of Easttown Library.
7. Hosted Main Line Health's free flu shot clinic in October; hosted a Red Cross blood drive in December.
8. Served as a polling place in May and November and worked with Chester County Voter Services to host a ballot drop box in front of the library for both elections.
9. Promoted library programming through the website, online calendar, flyers, posters, bookmarks, Facebook, Twitter, and Instagram.
10. Informed the community about developments at the library through the quarterly community magazine *IN Tredyffrin & Easttown*.
11. Partnered with the New Eagle PTO in March for its Road Riddles Scavenger Hunt. The library served as one of the destinations and the hunt was a fun family activity, which supported local businesses in the community.
12. Donated a gift basket to Berwyn Fire Company.
13. Donated through library staff and Friends to Trinity Presbyterian Church's Caring Cupboard.
14. Donated withdrawn and donated books to: Great Valley Food Cupboard at the Baptist Church of the Great Valley, Laundromat Library (Chester County), Mighty Writers, and Tredyffrin/Easttown School District.
15. Donated withdrawn newspapers to the Brandywine Valley SPCA and the Paoli Pet Clinic.
16. Served as a filming site for 2 weekend days to a group of Conestoga High School students creating a multipart YouTube program.

## Goal 2. Advance Literacy and the Love of Reading and Learning

1. Circulated 356,549 items to people of all ages in a variety of formats.
2. The library's collection contained 49559 items at the end of the year.
3. Circulated museum passes to 4 museums and cultural institutions.
4. The library purchased 3,575 e-books and 477 e-audiobooks for the shared CCLS OverDrive collection (including its contributions to the Holds Manager).
5. Had 8,791 registered borrowers at the end of the year.
6. Answered 12,900 reference questions.
7. Responded to suggestions to add titles to the library's collection.
8. Held early literacy programming on most Tuesdays, Thursdays, and Fridays and Everybody Read and Sing programs on most Wednesdays throughout the year.
9. Live virtual programming for youth and teens included a wide variety of programming, including the following repeat programs:
  - a. Early literary classes: family story times, Everybody Read and Sing classes.
  - b. Elementary age classes: Drawing with Rockdale, Family Paint Night, Family Trivia Nights, Junior Engineering for Kids, Lego Club, Mini Makerspace (craft and tech activities), and Young Artists.
  - c. Tween and teen classes: 3-D printing, Among Us Gaming, book clubs for 4 age groups, Engineering for Kids, Family Paint Nights, Tech Tuesday (3D printing, Carvey classes, and gaming), Makerspace (craft and tech activities), and Skribbl.io gaming.
10. Planned and implemented a virtual summer reading program with the statewide theme, *Tales and Tails!* Conestoga High School graduate Hansen Yi designed the summer reading t-shirt. Using the READSquared app, 244 youth participated by tracking their reading. 101 summer programs were offered with 1,991 attendees. 64 people participated in the summer reading program for adults.
11. Hosted several virtual author talks, including Liz Moore (author of Long Bright River), the 8<sup>th</sup> Annual Barbara Robinson Lecture with children's author Dan Gutman, and the CCLS co-sponsored fundraiser with Riley Sager.
12. Held financial literacy programs covering topics including cybersecurity, building an investment strategy, financial and tax strategies, 2 on Medicare and a program offering one-on-one Medicare assistance.
13. Held a 5-part series of programs on Chinese medicine and a 6-part series on Tai Chi. Held programs about myofascial release, cognitive health, sleep disorders, and the Mediterranean diet. Held periodic laughter yoga, and ongoing chair yoga programs throughout the year.
14. Held 6 history lectures with talks about the Valley Forge encampment, women's fight for the vote, quack medicines, ancient Egypt, a Chester County History Center presentation about researching historic deeds, and the Dark History of Penn's Woods.

15. Held 2 gardening programs on gardening for birds and butterflies and native plants.
16. Held 4 adult trivia game programs.
17. Completed the Vanguard Hometown Grants Program which enabled the library to offer a variety of 18 programs for teens and adults with 552 attendees.
18. Library staff members continued to virtually host 5 monthly book clubs.
19. Partnered with the Volunteer English Program in Chester County to offer weekly group conversational ESL classes. Switched to hybrid (in-person and Zoom) in the fall.

### Goal 3. Foster Economic and Cultural Engagement

1. Continued our partnership with AARP to provide tax preparation assistance to eligible citizens. 103 tax returns for 2020 and 4 for 2019 were prepared free of charge and e-filed.
2. Hosted the mailbox in the lobby that the Berwyn Devon Business Association used to collect letters to Santa from youth in the community. Elves at the BDBA wrote responses.

### Goal 4. Offering Access to Technology

1. Library computers were used 1,653 times; there were 6,299 wireless sessions.
2. Circulated Hot Spots, enabling borrowers to access unlimited, high-speed WiFi service anywhere a T-Mobile signal can be received.
3. Held Library Apps and Libby (OverDrive app) group training sessions run by library staff.
4. Renewed the subscription to *Real Simple*, added *Fine Cooking*, and together with other CCLS libraries, paid for the subscriptions to *People* and *The New Yorker* through the electronic magazine service Flipster.
5. CCLS continued its regularly scheduled replacement of computer processors by upgrading 19 public and staff workstations during the year.
6. Distributed regular email newsletters and program alerts to 3,060 subscribers, up from 2,980 the previous year.
7. Introduced a completely new library website with a mobile-friendly design in December.

### Goal 5. Follow Sustainable Funding and Management Principles

1. Renewed the Foundation's EITC eligibility as an Educational Improvement Organization for 2021-2022 and again received an \$8,000 grant from Waste Management in support of educational programming.

2. Received \$3,000 from FLITE to support the purchase of additional copies of titles, including e-formats, on the TESD required summer reading lists.
3. Beginning in May, volunteers donated 147 hours. Members of the Library Board, the Foundation Board, and the Friends donated 768 hours to further library operations.
4. As a result of successful fundraisers and community events (Fall MarketFair, Little Libraries Auction, and a Readathon) The Friends of Easttown Library contributed \$25,000 to the library.
5. Transferred \$50,000 to the capital improvement fund while withdrawing funds to pay for improvements. The fund ended the year with \$74,716.
6. The Easttown Library Foundation Board Endowment Fund ended 2021 valued at \$1,234,488.
7. Raised \$152,414 from 539 donors through the Foundation's Annual Fund.
8. Received 3 \$1,000 grants from Tompkins VIST Bank Financial Advisors, the Boland Investment Group, and RBC Wealth Management in support of the summer reading program t-shirts.
9. Library Board Trustees and staff participated in CCLS-sponsored meetings, programs, and training sessions.
10. Phase 2 of the HVAC System Renewal Plan was completed in July 2020 with the replacement of heat pumps #3 and #4 serving the Information Center and adult wing respectively.
11. Source of the leak over the Story Time Room was identified and repaired.
12. Renovated all 4 restrooms with touchless controls for faucets and toilets, new hand dryers, and new surfaces around the sinks in the public restrooms. Two hot water heater tanks were replaced with on-demand hot water units.
13. Ordered and took receipt of a new water fountain/bottle filler to replace the old water fountains. Installation occurred in 2022.
14. Removed the remaining upright magazine display rack, which opened up more space for reading and study spaces.
15. Changed the library's name to Easttown Library, leaving away "and Information Center."
16. Hired a Head of Youth Services.
17. Hired a part-time reference librarian, a passport agent, and several circulation assistants.
18. Redesigned the part-time Administrative Assistant position into a full-time Business Administrator position.
19. Supported the training of 2 staff members to be notary publics, enhancing this valuable service.