



BRADFORD AREA PUBLIC LIBRARY

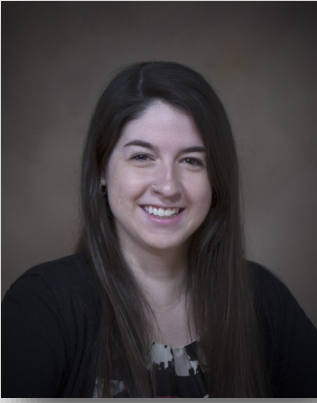
ANNUAL REPORT



2020

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MESSAGE FROM THE DIRECTOR



I am sad to announce that after six years as Executive Director of the Bradford Area Public Library, I will be stepping down this October in order to move back to the Pittsburgh area. I have enjoyed my time contributing to the Bradford community, and I feel that the library has made such a positive difference in the lives of our patrons.

I want to say thank you to every single Bradford community member who walked through the library doors, donated money, attended a program, or volunteered their time. You are the reason that the library is such a valued institution in the community today!

I would especially like to thank the members of the Board of Trustees and the library staff, who have allowed me to grow and learn so much as an Executive Director in the past six years.

Whoever the Board chooses, I am confident that my successor will continue to work with the great team already in place to expand programs, grow the library in a meaningful way, and serve the Bradford community well into the future.

Lacey Love
Executive Director

MESSAGE FROM THE BOARD



When my children were small, we had a rule: "We do not watch a movie until we have read the book." I wanted them to learn that movies often leave out the parts that mean the most to a reader. They began to internalize the books and see authors as real people, with fantastic imaginations and great ideas who often have these ideas changed by a director or movie studio. The magic of books is that they take you to another place and time. Watching movies is a great way to pass two hours, but reading a book takes you into the author's mind.

These last few months have been trying times for our country and for the Bradford Area Public Library. The staff here has been able to safely still give its patrons that ability to escape the world for a time and delve into a good book. Every effort has been made to maintain standards for safety, and still reach out to the Bradford area. Children's programming has been done via Zoom and parents had access to books and activity packets for at home enjoyment and learning.

As the state and the country begin to reopen following the pandemic, BAPL patrons are eager to get back in the Library and use the great array of services it has to offer. The closure demands will no doubt change the landscape of our area for a long time to come. Some businesses may never reopen fully. Thankfully, the Bradford Library has the strength of foundation to thrive and grow. This is attributed to our generous patrons, donors and municipalities.

Thank you to Lacey Love and all of the BAPL staff for keeping the library growing despite obvious setbacks and for keeping the community safe. The Board of Trustees would also like to thank our many donors for their generosity and for never forgetting that there is so much more to a book than a movie, and there is so much more to the Bradford Area Public Library than just books.

Lorna Smith
Board Chair

ABOUT THE LIBRARY

Library Staff

Lacey Love, Executive Director
Debbie Deane, Youth Services Librarian
Judy Carr, Children's Program Coordinator
Janelle Nolan, Marketing & Adult Program Coordinator
Kelly Elmore, Business Manager & Cataloging
Taffy Meyer, Circulation Desk Supervisor
Barbara Brathwaite, Front Desk
Donna Green, Front Desk
Mary Kafferlin, Front Desk
Nicole Moricca, Front Desk
Katie Wedge, Front Desk
Megan South, Janitorial Services

Volunteers

Marie Troskosky, Teen Advisor
Elaine Summerday and Len Norville, Senior Outreach
Jane Bowes, DVD cataloging
Trudy Yohe, PathStone

2020 Board of Trustees

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Carol Wurster, Secretary
Amy Fox, Treasurer
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Communities That We Serve

Bradford Township
City of Bradford
Corydon Township
Foster Township
Lafayette Township
Lewis Run Borough



YOUTH SERVICES DEPARTMENT

Children ages birth to 5 are invited to participate in the Story Seekers program, every Monday and Friday at 11:00am. (Now virtual!) A variety of literacy activities are introduced that include reading, writing, talking, singing, and playing! Within two weeks of the library building closing to the public in March, story time had gone virtual. Thanks to a core group of families, we were able to continue engaging the children while being apart, even across three states!



While the library was still open this winter, we offered a variety of entertaining programs, starting with our grand New Year's Eve party and balloon drop. More than 200 people celebrated the start of 2020 with us. In January, we started a new Culinary Kids program, where a dozen budding chefs learned some basic cooking skills while making grilled cheese sandwiches, smoothies, wraps, and pancakes! Later in the spring, we celebrated Dr. Seuss Day by enjoying a meal of green eggs and ham, while learning all about chickens with Mike Morton.

The library is now offering a *1,000 Books Before Kindergarten* program for our youngest readers, through our new Beanstack software. We encourage all families and caregivers to read at least 1,000 books with their young children before they enter Kindergarten. Reading to your infant, toddler, or preschooler builds vocabulary and helps prepare them with the skills they need for school. Check out the library's website for more information on Beanstack, start logging your reading, and win some special prizes! In as little as 15 minutes a day, you can build the skills for future school and life success.



In 2019, the library was a recipient of a Teen Reading Lounge Grant through the PA Humanities Council. The Teen Reading Lounge program is a humanities-based book club, based on the belief that encouragement to choose creative pursuits and interest-focused programs is crucial to teen development. Thanks to the grant, the library updated the furniture in our teen space and held two TRL book club meetings before switching to virtual programming in March.



Teen Book Club facilitators were able to partner with Pitt Bradford faculty and staff, as well as local artist Laura Hickey, to provide programs this winter. Thanks to the grant, the library mailed books and art supplies to the teens to keep them engaged while the schools and library were closed.

The Middle Ground Book Club members were some of our most active program participants this spring and summer, taking advantage of the many weekly art workshops we offered, in addition to the regular book club meetings—sometimes even meeting twice a month! As we move forward, the library is planning a series of virtual young adult and middle grade author visits. Contact the library for more information if you are interested in participating! Recruitment is ongoing for both Middle Ground and Teen Book Club.



ADULT PROGRAMMING



The Bradford Area Public Library offers a wide variety of informative and entertaining programs for adults in our community. In 2020, we were able to successfully continue our adult programming with a series of pre-recorded videos and live virtual sessions. Our *Coffee with a Curator* series has been a huge hit, discussing a piece of local Bradford history biweekly. If you're looking to create something new from items you already own, check out our biweekly *Upcycle This!* series. More than 150 people tuned in to "Libraries Rock!" to see local bands *Marshmallow Overcoat* and *inTwo* rock out to some classic hits and original songs.

In February, we offered a series of 4 beginner computer classes on Microsoft Word, Excel, Facebook, and Google. Almost 50 people participated in the classes, picking up valuable knowledge that will help them in their day-to-day lives. The library also hosted an Adult Summer Reading program for the first time this year. Readers could earn badges by logging books through Beanstack. Each person who completed six badges was entered for a chance to win an Amazon gift card.

Meet our new Adult Programming & Marketing Coordinator, Janelle Nolan!



What made you interested in working for the library?

Libraries are where creativity and curiosity can thrive. As a retired educator, I wanted to explore a new path to inspire lifelong learning in our community.

What is your best memory of the library from growing up in Bradford?

I remember exploring the stacks at the Carnegie Library and trying desperately not to make noise, but it seemed like every sound was amplified in the old building. It was always an adventure!

What are some hobbies that you like to do outside of work?

It goes without saying that I love books! I also enjoy gardening, hiking, crafting, and exploring flea markets and thrift stores.

What kinds of books do you typically read?

I truly find it difficult to pick one favorite book. I am especially drawn to historical fiction, murder mysteries, and stories with political intrigue and espionage.

2019 DONORS

We offer a huge thank you to the following individuals, organizations, and foundations who made gifts to the library in 2019, through the Annual Ask, Honor & Memorial gifts, Taste of Bradford sponsorships, programming grants, or in-kind donations. If you haven't contributed to the 2020 Annual Ask Campaign yet, please consider doing so to help make this year as successful as the last!

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2019 DONORS

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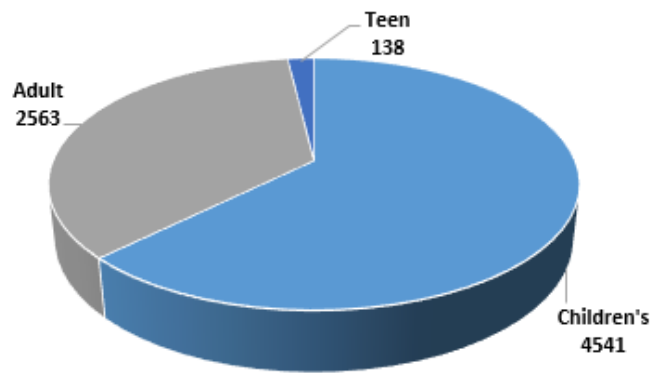
Dennis and Marsha Thomas
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Thursday Knitting Group
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David and Karen Troutman
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Joe and Carrol Vecellio
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Christopher and Carol Wurster
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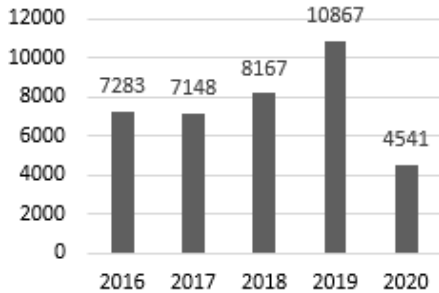
LIBRARY STATISTICS

2019 was a banner year for programming attendance. For the first time ever, the library had more than 10,000 people attend our children’s programs! In 2020, the library pivoted to virtual programming due to the Covid-19 pandemic. We have seen great success with our live and pre-recorded virtual programs, and plan to continue using the Zoom, Facebook, and Beanstack platforms throughout the fall and winter.

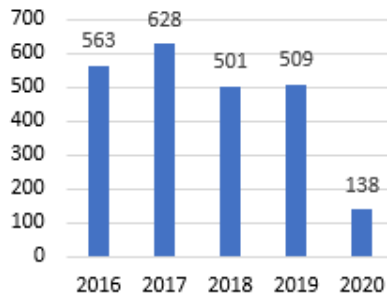
Program Attendance (through Sept. 18)



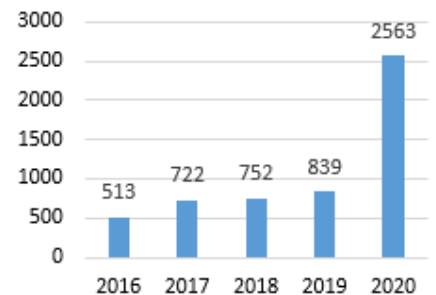
Children's Program Attendance



Teen Program Attendance



Adult Program Attendance



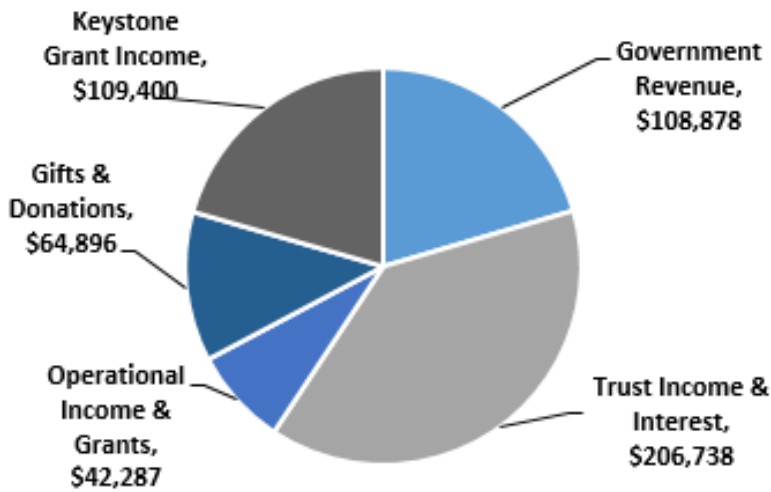
2020 numbers are from January 1 to September 18

The library’s “Imagine Your Story” summer reading program looked a little bit different this year. Summer reading participants attended nine weeks of workshops via Zoom and learned all about fairy tales, mythology, and legendary creatures. Throughout June, July, and August, 510 Grab-and-Go Kits were given out to children of all ages to complete hands-on projects and activities, including deliveries to local preschool and daycare classes. More than 70 children tracked their reading through our new Beanstack software and read a total of 4,427 books! That’s a 65% increase from last year. We also provided 620 summer snacks to local families.



FINANCIAL OVERVIEW

2019 Operating Income

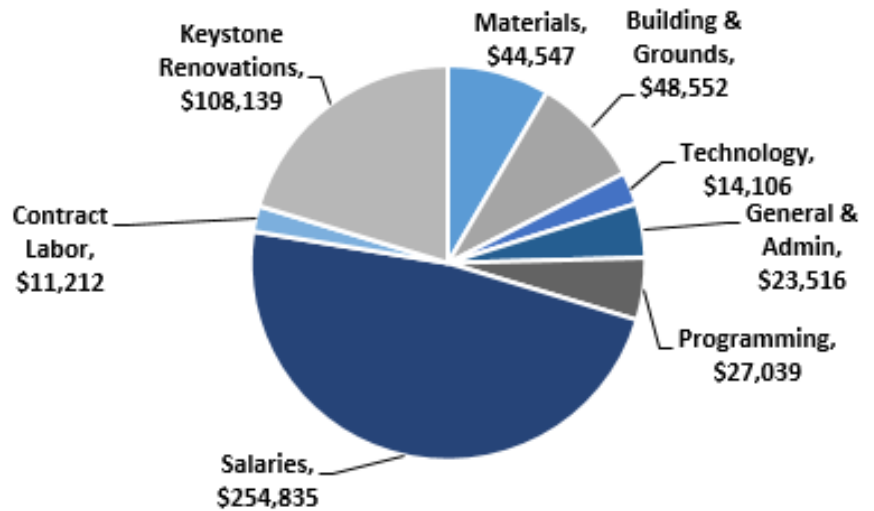


In 2018, government funding made up 38% of the library's revenue. Last year, this dropped to 23%, due to cuts from the Bradford Area School District. Thankfully, 2019's operating income was greatly supplemented by \$65,000 worth of grant funding. There is much uncertainty surrounding state funding in 2020 and 2021, so we appreciate your donations and gifts. Support from community members like you enables the library to maintain high quality services and provide dynamic programs that elevate the library to one of the best in the area.

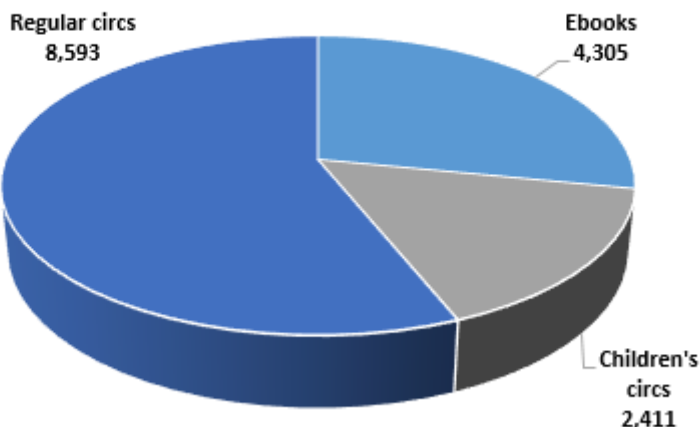
Total income: \$532,199

Total expenses: \$531,946

2019 Operating Expenses



2020 Circulations (through Sept. 18)



While the library building was closed through April, May, and June, circulation of eBooks increased by 85% as compared to the same period last year, and 71 community members took advantage of OverDrive's temporary digital cards. After Memorial Day, curbside service was initiated for our patrons, and 11,004 physical items have been checked out through September 18th.



BRADFORD AREA PUBLIC LIBRARY

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Mission

To provide the resources to inform, educate and enrich our community in a way that demonstrates:

- *Literacy*
- *Equal access and diversity*
- *Lifelong learning*
- *Fiscal responsibility and integrity*
- *BAPL's rich heritage*

Vision

To be recognized as a premier library in service to our community.

