



**Hellertown Area Library
Association
2021 Annual Report to the
Community**

What is NORMAL?

In 2021, Hellertown Area Library did our best to return a sense of normalcy for our community. We offered indoor and outdoor story times. We had programs for adults and children. We had afterschool events as well as educational offerings for home school patrons.

Our goal was to meet the needs of our patrons whether it was opening our doors for you to visit or bringing items to you at curbside pickup. We returned to normal hours, so we were here when you needed us.

Summer reading was a hit! With the theme “Tails and Tales” having an animal program for the Summer Kick Off and a petting zoo for the Wrap Up was an easy and fun option. We kept kids reading through the summer and they had fun.

While normal may never mean the same as it did in 2019, HAL was here for our patrons in 2021 giving our best – and happy to do it!

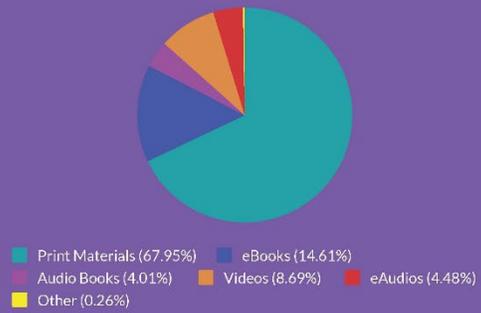


HAL by the Numbers in 2021

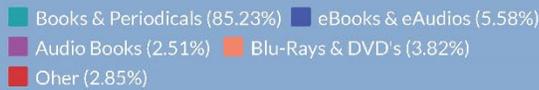
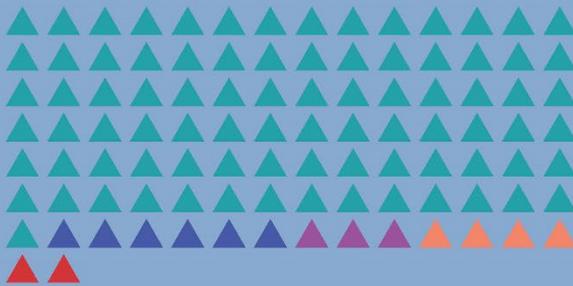


30,003 Visitors

Collection Items



74,173 Total Items Borrowed



2,347
Public Service Hours

488
Synchronous Programs
Total Attendance 8,492

47
Recorded Programs
Total Attendance 3,682

1,815 Wi-Fi
Sessions



1,392 Computer
Sessions



Hellertown Area Library Annual Report to the Community 2022 For Calendar year 2021

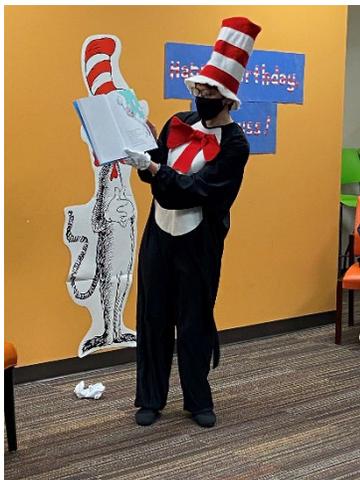


Services

	<u>2020</u>	<u>2021</u>
Total Registered Users -	6,438	6,789
Total Public Service Hours -	1,554	2,347
Annual Number of Library Visits -	19,301	30,003

HAL was on reduced hours from January through May of 2021. In March, and again in June, we expanded our hours to meet the demands of our patrons. The number of patron visits increased as people became more comfortable being in public.

Because we purge records of all patrons after five years of inactivity, this number reflects actual users.





Adult Activities
October 2021



Pinochle Card Game -
Wednesday, Oct. 6th
12:00 PM - 4:00 PM

Bingo - Thursday, Oct. 28th
11:00 AM



Adult Craft Night - Monday, Oct. 26th
6:00 PM

Join us for free activities! Bring a friend!
Sign up at the circulation desk!

Circulation

	<u>2020</u>	<u>2021</u>
Circulation of Physical Items	50,022	67,920
Circulation of Electronic Items		
E-books, audio files	4,630	4,142
Retrieval of Electronic Information		
Database Use	710	47
Total Circulation	55,362	74,220
Circulation of Children’s Material	26,409	38,708

Not surprisingly, the number of physical items borrowed in 2021 was higher than in 2020. As people were more comfortable returning to a semi-normal state, they visited more and took home more materials. 2021 saw a substantial drop in the number of electronic database information retrievals, as well as a slight decline in the number of electronic items borrowed. It will be interesting to see what this trend does in 2022.

HAL offers patrons multiple electronic resources including Cypress Resume, CloudLibrary, and POWER Library, a collection of databases supplied by the Commonwealth Libraries. Electronic books and electronic audio books are supplied through our District. In 2021 the Bethlehem District moved from Overdrive to CloudLibrary. The move, which increased title availability significantly, was met with many favorable reviews from patrons.

Library Collection

	<u>2020</u>	<u>2021</u>
Cataloged Items	34,113	34,264
Print	28,771	29,206
Electronic Books	4,448	6,291
Audio Books	2,212	1,728
Downloadable Audio	1,012	1,928
Video (DVD, Blu-Ray, Video Games)	4,028	3,743
Current Periodical / Serial Subscriptions	39	50
Interlibrary Loan Items Borrowed	724	952

The collection of physical items at HAL is constantly being updated. Weeding and replacement create a vibrant collection with new items that appeal to patrons. Patrons enjoys browsing for the latest from their favorite authors and Hellertown Area Library does not disappoint. Following the collection policy, materials are selected based on many criteria including but not limited to: Reputation and/or significance of the author, artist, etc, present and potential relevance to community needs, and recommendations and requests from library users.

Due to limited library space, withdrawal of materials must be made frequently. Consistent weeding improves the efficiency and vitality of the library's resources. Materials may be weeded due to lack of use, poor condition, or outdatedness. Materials that are discarded are offered for purchase at the library book sale, through Better World Books, or are placed in the "Little Free Library". Better World Books either sells, donates, or recycles the items. Those that sell generate a commission for the library.



Programming

	<u>2020</u>	<u>2021</u>
Number of Annual Programs for...		
Children (Birth through age 11)	467	279
Young Adult (12 – 18)	61	49
Adult	6	20
General Interest (All ages)		140
Virtual Programs		60

Annual Attendance

Children/Young Adult	1268
4,385	
Adult	62
360	
General Interest	
3,747	
Virtual	472
Total Programs	534
Total Attendance	1330



Programming in 2021 began the journey back to normal. As the weather cleared, we offered a wealth of outdoor events. Story times, crafts, and visitors are just a few examples. The Easter Egg Hunt was back with a twist. Each family had their own hunt. Four separate areas hosted a new hunt at twenty-minute intervals. A large group of dedicated volunteers under the direction of Miss Andrea worked for weeks to make a full day of egg hunting safe and fun for our families. It was not a normal

Summer reading “Tails and Tales” kicked off with a visit from “E” animals, education, and a joke filled presentation thrilled all ages started the next day! In keeping with the animal theme, we ended with a zoo sponsored by Univest Financial. Everyone in the crowd had their own temperatures and indoor programs. Patrons continued to attend all ages eager for a chance to return to normal.



Some Programs Examples:

- Science/Math/Craft/Storytime to go kits
- Easter Egg hunt
- Trick or Treat at the library
- Trick or Treat with the Wheelie, the Book Bike
- Eyes of the Wild
- Petting Zoo
- Summer Reading programs
- Library to Go with Wheelie throughout the community
- Stories in the Parks
- STEAM activities for all ages
- Teen Advisory Group (TAG)
- Family Book Club
- Story Times
- Author Visit
- Therapy Dog Visits

- Book Bingo
- Community Puzzle
- Monthly adult craft night
- Monthly Adult Bingo
- Monthly Adult Pinochle
- AARP Foundation tax preparation

Hellertown Area Library is more than just books! The library offers books, of course, but we also provide programs in literacy, math, science, art, and more. In this unprecedented time, with homeschooling rates soaring, HAL has offered social and educational opportunities to youth who are lacking other outlets.



Electronic Information Retrieval / Technology

	<u>2020</u>	<u>2021</u>
Number of Uses (Sessions) of Public Computers	919	1,392
*Actual workstations on the network		
Number of Uses (Sessions) of Wireless	1,010	1,815
*Actual log-ins on the unsecured wireless network		

The world today is more and more digital. The paper option. The most patrons with appointments, vehicles and much more. Computers became a must. The center was kept in a safe and maintained.



depends on technical support. Superior security



that were returned to the library. Job search assistance, tax forms, and other services. The main corner. GraOne to staff and patrons.



People

It is the people that make Hellertown Area Library special. The patrons, the staff, and all the volunteers are the heart of the library.

Library Board of Trustees 2021

The Hellertown Area Library Board of Trustees is made up of dedicated volunteer and talent to selflessly support the Library. The members are appointed by Helle Lower Saucon Township. Trustees do not receive compensation for their service.

President – Julia Sefton (Hellertown)
Univest Bank – Loan Support
Chair– Development

Vice President – Ken Solt (Hellertown)
Hellertown – Lower Saucon Chamber Board member
Friends of the Hellertown Area Library Leadership Team
Borough of Hellertown Zoning Board
Greater Lehigh Valley Association of Realtors
National Association of Realtors
Pennsylvania Association of Realtors

Secretary – Jane Styer (Lower Saucon Township)
AARP Tax-Aide Foundation Volunteer
Pennsylvania Notary Public
Professional Legal Secretary Certification - NALS
B.S. Computer Science – DeSales University
A.A.S and A.G.E – NCC
Chair – Operations and Procedures / Member Personnel

Treasurer – Andrew Hughes (Hellertown)
CISSP, CISM & CISA
Corporate Vice President, IT Security Event & Incident Management at New York Life
Villanova University - Master Certificate Information Sec
Eastern University - Bachelor of Arts, Organizational Management
Served in the United States Marine Corps
Hellertown Lions Club
Hellertown Historical Society
Lehigh Valley Beeskeepers Association

Beth Bloss (Hellertown)
Development Committee

Lara Goudsouzian (Lower Saucon)
Faculty – DeSales University
Association for Women in Science
American Society for Biochemistry and Molecular Science
Red Door Early Learning Center – Board Member
Pennsylvania Academy of Science – Board Member
American Society of Cell Biology



Lower Saucon Authority Board Member
Chairperson, Princeton Women's Network of the Lehigh Valley
Chair – Operations and Procedures Committee

Sarah Phillips (Lower Saucon Township)
Circulation Department at the Bethlehem Area Public Library
Co-president and treasurer for the Saucon Valley Performing Arts Association
B.A. Anthropology - Whitman College

Matt Marcincin
Hellertown Council Liaison

Kristen Stauffer
Lower Saucon Liaison

The Library Board of Directors meets on the fourth Tuesday of every month at 6:30 with a hybrid in-Library/Zoom format. For Zoom link information, please email director@hellertownlibrary.org. Attendees from the community are always welcome.

Library Staff

Library Director – Noelle Kramer

Youth

Library

Circulation

Circulation

Circulation

Volunteer



Andrea Milliren

Commanda Roy

Assistant - Diann

James Elfer

Marilyn Me

Se Sikorski



Thank you for your continued support of the Hellertown Area Library.

