



# TREDYFFRIN TOWNSHIP LIBRARIES

TREDYFFRIN PUBLIC LIBRARY & PAOLI LIBRARY

## Director's Report to the Library Board of Trustees

January 23<sup>rd</sup>, 2025

### Operations

It's a new year and things are starting off with a bang. The township public works crew finally came in and cleaned out our very messy basement. One very large dumpster later, the basement is looking much cleaner.

We're also starting 2025 without our marketing associate, due to that position being eliminated. However, our employees have stepped up, are working together, and we're making it work better than ever.

Joe DiRocco has opened up two new bank accounts at WSFS for both Tredyffrin and Paoli Libraries to use for their Square accounts (used to collect fines/fees, take payments by credit card, etc.) now that the Paoli Wells Fargo account had to be closed out due to Beverly's retirement, and Tredyffrin's is attached only to Valerie's and a former director. We're starting fresh!

Our new book drop has been ordered and will hopefully be arriving very soon. It will be placed to the right of the staff entrance/emergency door underneath the covered portion of the entrance. The township public works crew is on standby to put it in place once it gets here.

The HVAC system was having some issues in early January but Goldner was out to take a look and helped us get warmed back up to appropriate temps. One of the things they did was reset the schedule on the building so that it didn't take the building so long to warm up once the heat turned back on.

We have a few wonky building issues that are working on being fixed, eg., a haunted bathroom lock that unlocks itself, a broken water fountain/water bottle filling station, and a clogged roof drain which is why you now see a hole in the lobby ceiling. All are works in progress, but as always, the township is always on top of it.

The weather this winter has been fun (and expensive) so far. We closed both libraries on Monday, January 6<sup>th</sup>, closed both libraries early on Thursday, January 16<sup>th</sup>, and Tredyffrin was closed on Sunday, January 19<sup>th</sup>.

The CCLS's Legislative Breakfast is slated for Friday, April 4<sup>th</sup>. Please mark your calendars, and also if you think you might be able to attend that day, if you'd be interested in meeting with our library's state representative and/or senator following the breakfast. There was feedback from last year that there was not enough time to interact with the elected officials. If so, please respond to this google form by copying and pasting into a browser (it did not like it when I clicked from here) by this Friday, 1/24/2025:

<https://docs.google.com/forms/d/e/1FAIpQLSdByUt8QqgfsVtUevyHlrYJp3FhoCyKlbghUJQg2LutM7NhA/viewform?usp=header>



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Our vending machine giveback check for December was \$35.

## Building Access

For the month of December 2024, 10,010 library visits were recorded. Compared to December 2023, the visitor count decreased by 83. All in all, you can see we are trending upwards for the year, however.

Libraries Combined						
Month to date						
	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>
January	17,125	18,169	2,308	7,148	10,713	10,755
February	16,619	17,560	2,095	7,303	11,281	11,963
March	19,471	7,721	4,054	8,817	13,573	14,095
April	18,458	47	4,764	9,386	11,666	12,691
May	16,740	154	5,611	8,767	12,940	12,045
June	20,593	1,451	7,184	11,108	13,418	14,412
July	21,000	3,542	8,345	12,621	11,962	15,851
August	22,354	4,899	8,447	12,609	12,889	14,229
September	19,778	5,167	5,959	10,576	9,937	11,816
October	19,870	5,007	7,380	10,575	11,117	12,192
November	18,930	4,719	8,230	11,661	11,051	13,165
December	14,732	2,262	7,286	9,722	10,093	10,010

Monthly 2024 to 2023						
	Dec. 2024	Dec. 2023	Difference	% increase or decrease		
Paoli	2,479	2,864	-385	-13%		
Tredyffrin	7,531	7,229	302	4%		
Libraries Combined	10,010	10,093	-83	-1%		

Yearly 2024 to 2019				
	Tredyffrin	Paoli	Libraries Combined	
2024 (YTD)	118,419	34,805	153,224	
2023	110,408	30,232	140,640	
2022	92,061	28,232	120,293	
2021	52,365	19,298	71,663	
2020	52,166	18,532	70,698	
2019	170,248	55,422	225,670	



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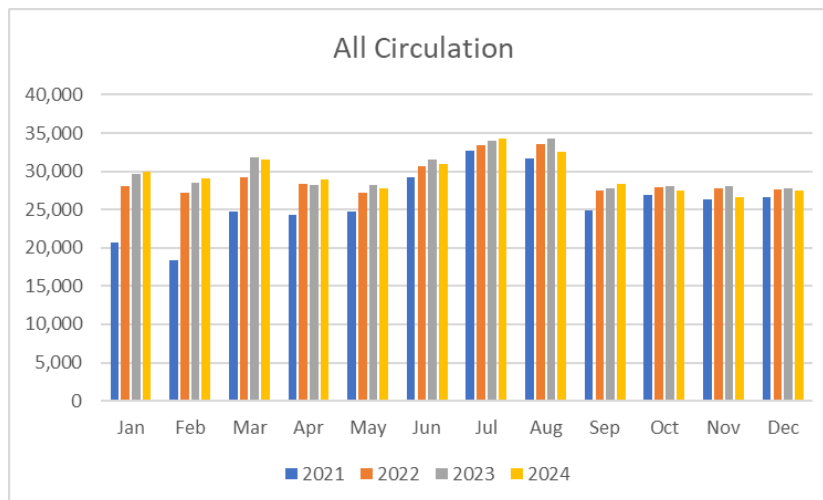
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## Circulation

December 2024 circulation totaled 27,432. Total circulation for 2024 did not surpass 2023's total. However, e-materials circulation remains high and accounts for approximately 28% of total circulation for 2024. Chester County's OverDrive collection is the third most popular collection of e-materials in the state of Pennsylvania, behind only Philadelphia Free Library and Pittsburgh. We (YOU!) checked out 1,121,808 Libby items!



All Circulation														
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		TOTAL
2019	32,444	30,670	33,220	31,318	29,629	32,899	36,563	35,057	31,093	31,583	29,979	29,330		383,785
2020	32,884	33,602	20,374	8,202	8,923	13,557	22,464	25,791	25,925	25,290	22,762	19,922		259,696
2021	20,659	18,421	24,680	24,230	24,718	29,178	32,707	31,704	24,807	26,929	26,285	26,682		311,000
2022	28,040	27,215	29,181	28,411	27,226	30,653	33,428	33,568	27,421	27,976	27,783	27,674		348,576
2023	29,657	28,481	31,813	28,150	28,181	31,593	33,983	34,308	27,822	28,048	27,995	27,771		357,802
2024	29,948	29,070	31,479	28,936	27,825	30,893	34,294	32,566	28,332	27,431	26,658	27,432		354,864



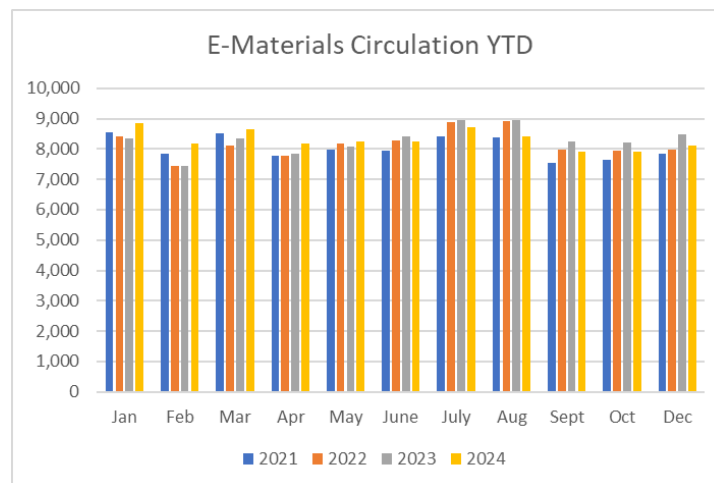
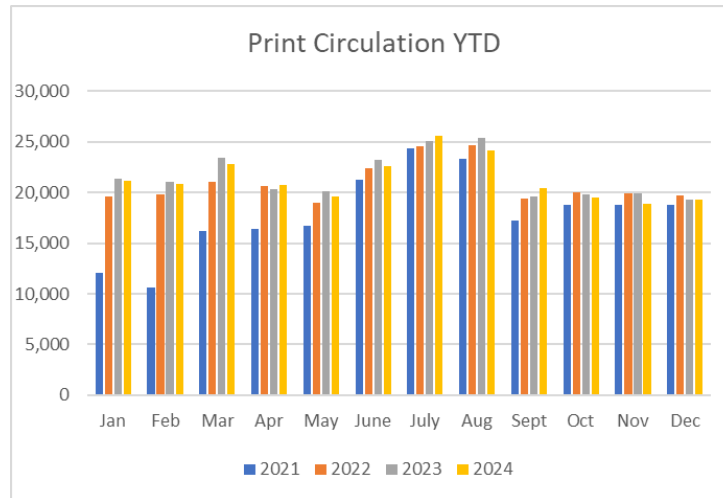


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Print Circulation													
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	TOTAL
2019	27,621	26,233	28,369	26,674	24,765	27,772	31,099	29,708	26,151	26,602	25,246	24,304	324,544
2020	26,609	27,657	13,783	87	52	4,946	13,865	17,494	18,665	18,077	15,774	12,413	169,422
2021	12,104	10,567	16,157	16,448	16,723	21,244	24,308	23,325	17,254	18,744	18,744	18,829	214,447
2022	19,633	19,789	21,069	20,636	19,036	22,377	24,545	24,638	19,450	20,033	19,957	19,679	250,842
2023	21,318	21,028	23,467	20,317	20,090	23,191	25,042	25,355	19,583	19,848	19,951	19,304	258,494
2024	21,109	20,887	22,833	20,771	19,579	22,637	25,575	24,137	20,428	19,514	18,881	19,306	255,657

E-Materials Circulation													
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	TOTAL
2019	4,823	4,437	4,851	4,644	4,864	5,127	5,464	5,349	4,942	4,981	4,741	5,026	59,249
2020	6,275	5,945	6,591	8,115	8,871	8,611	8,599	8,297	7,260	7,213	6,988	7,509	90,274
2021	8,555	7,854	8,523	7,782	7,995	7,934	8,399	8,379	7,553	7,657	7,541	7,853	96,025
2022	8,407	7,426	8,112	7,775	8,190	8,276	8,883	8,930	7,971	7,943	7,826	7,995	97,734
2023	8,339	7,453	8,346	7,833	8,091	8,402	8,941	8,953	8,239	8,200	8,044	8,467	99,308
2024	8,839	8,183	8,646	8,165	8,246	8,256	8,719	8,429	7,904	7,917	7,777	8,126	99,207





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## Programming Notes

December 2024 programming numbers are listed here. The charts show updated totals for numbers of programs offered and program attendance. As you can see, we are true community centers and programming numbers and attendance has increased by leaps and bounds!

Programs Offered						
	2019	2020	2021	2022	2023	2024
January	126	178	221	84	98	115
February	136	183	212	90	93	130
March	131	86	153	93	120	136
April	169	64	101	82	108	138
May	157	99	140	69	121	140
June	153	135	165	76	119	137
July	137	162	241	80	124	166
August	165	130	122	74	122	132
September	154	99	57	132	127	137
October	171	107	126	81	116	166
November	122	88	94	62	123	148
December	142	76	70	52	78	134
TOTAL	1,763	1,407	1,702	975	1,349	1,679

Programs Attendance						
	2019	2020	2021	2022	2023	2024
January	2,084	3,474	2,997	756	1,641	2,613
February	1,973	3,822	2,966	867	1,545	2,217
March	2,020	1,156	2,107	1,005	2,220	2,594
April	2,197	1,418	1,915	841	2,082	2,424
May	2,420	2,282	2,363	943	1,886	2,471
June	5,786	1,928	2,254	1,086	2,335	3,214
July	2,518	2,144	2,966	941	2,502	3,290
August	3,230	1,925	2,324	1,192	2,162	2,940
September	2,334	2,897	816	2,095	2,218	2,252
October	3,335	1,491	1,445	1,218	2,104	2,694
November	2,005	1,494	1,635	806	1,964	2,584
December	1,930	1,278	852	890	1,230	2,003
TOTAL	31,832	25,309	24,640	12,640	23,889	31,296



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## **Adult Services (submitted by Jonathan Trice):**

In 2024, Tredyffrin's Makerspace exceeded all expectations. Programming was the key to the growth and success of the Makerspace. At the end of the year, we promoted Amy Moscia to our full-time Makerspace Coordinator to ensure continued growth and sustainability. The Makerspace also received tremendous support through donations; we are currently sitting at over \$7,000 from the Adult Par-TEE's paddle raise alone!

Overhauling Tredyffrin Township Libraries' website was a huge job in 2024, likely much larger than any of us could have anticipated. Without the help of Sam Sorensen, we would not have been able to go live when we did. We still have a lot of work to complete in 2025, but we have so much more knowledge and a clearer path forward.

## **Adult Programming (submitted by Sam Sorensen):**

At the end of 2024, adult programming yielded consistent attendance with over 750 in November and just shy of 630 in December. Highlight programs for November included our Fall Maker Market and the Munier Mandolin & Guitar Orchestra performance, which had 175 and 76 attendees respectively. December's biggest highlight was the Main Line Genealogy Club's hybrid meeting with 71 attendees.

In 2024, Tredyffrin held over 680 programs for adults across PA Forward's five literacies with over 8,000 in attendance. Our range in adult programs enabled us to maintain our Gold Star Library status for PA Forward, which we have had since 2019. We are currently one of 140 libraries in Pennsylvania who hold this distinction. We earned this achievement because of the high quality of the literacy programming our library carries out.

Ying Studebaker, one of our long-time program facilitators, reported increases in attendance for both of her programs. For Mainline Zen Meditation, which meets in person the first Saturday of every month and online the remaining Saturdays, 2023 had 721 in attendance, but 2024 had 752. For Relaxation & Healing, which is fully online every Wednesday evening, saw a significant growth with 316 attendees in 2023 and 474 in 2024. In her email to me, Ying noted, "We greatly appreciate your and the library's help in bringing the mindfulness practice to the community."

One of our greatest successes at the end of 2024 and continuing into 2025 is our growing English Language Learning programs shaped and led by Heather Hillas' expertise. Since beginning the programs in September, nearly 200 patrons have attended. Students are also feeling encouraged and empowered to attend other programs at Tredyffrin!

In 2025, I am prioritizing program assessment after a year in this role, and I have begun researching and developing multiple means by which to collect feedback from patrons. I am currently working on compiling information for a needs assessment, which will include information from the system-wide survey being conducted now through February 21, 2025.



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## **Makerspace (submitted by Amy Moscia):**

The Makerspace was at its busiest in December with makers creating all kinds of customized holiday gifts. Projects included ornaments, socks, mugs, shirts, 3D prints, and more. Classes included four 3D printing holiday ornament classes, where 48 ornaments were created and printed. We also held robotics, digital animation, crochet, zentangle gift tags, and more classes in December. 3D printing is still our most requested service and one of our most popular classes for all ages. The 3D printers run continuously when the library is open.

We held 32 different events for all ages with most classes having long waitlists. To this end, I am trying to hold repeat sessions of programs with very large waitlists with the ask that those who attended before not sign up in order for others to attend.

On Tuesday afternoons, Heather Hillas has started offering a Canva 101 series, which teaches makers Canva's basics and allows them to become more familiar with the design software. Previously, Tuesdays had no Makerspace programming, so this increases traffic and usability.

For 2024, we held over 250 programs with over 4,100 attendees, which we consider to be a huge success. Many regular attendees, both adults and youth, have let us know that they set alarms so they don't miss registration for next month's programs!

## **Children's Programming (Submitted by Stephanie Bragg):**

No report.

## **Teen Programming (Submitted by Laurie Doan):**

Teens in December held our weekly meetings of crochet club, our monthly game night, Switch afterschool, book club, chess, and roundtable dinner & discussion.

Special holiday events included a class on making hot chocolate and whipped cream from scratch, our annual Flannel & Favorites party, and a Teen Advisory Board Dinner.

Conestoga graduate, Angeline Ma played a Chopin concert the afternoon of December 27. For Angeline, music is a lifelong journey of authenticity and self-discovery. Her sincerity shines through in her playing, which has been praised for its emotional sensitivity, expansive sound, and technical facility. Recent accolades include 1st Prize in the Young Artist category of the 2023-24 Music Teachers National Association Competition, 3rd Prize and the Best Duo Sonata Award in the PianoArts Competition, Winner of the PianoTexas Festival Concerto Competition. A two-time YoungArts winner, Angeline has also been recognized by the Steinway Piano Competition, Princeton Festival Piano Competition, Hilton Head Competition, and the Kosciuszko Foundation Chopin Competition in Washington D.C. Angeline is a four-time Chopin Foundation of the United States Scholarship recipient and we were thrilled to have her back home at the library to play here before the National Chopin Competition in January.



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Throughout the month, I attended Winter Concerts at Tredyffrin-Easttown Middle School, Valley Forge Middle School, and Conestoga High School. The music programs are so popular at the schools that concerts take place over several dates. For example, Conestoga has an evening for the Winter Band Concert and another evening for the Winter Choir and Orchestra Concert. All of the concerts were a pleasure to attend!

Wrapping up 2024, I surpassed my goal of reading at least 24 Young Adult Novels. Our book group expanded into reading Short Stories. In December, we read Truman Capote's "A Christmas Memory," which we read aloud and discussed. Next up is an Agatha Christie. All titles are student selected.

The Remixed Classics program, student internship, and "Stay Gold" projects are ongoing.

*Respectfully submitted by Mallory Hoffman (with statistics and pivot table help from Valerie Green) 😊*