

EDUCATE • ENTERTAIN • ENLIGHTEN

# 2019 Annual Report

C.C. Mellor  
Memorial Library



# Letter from the Director

2019 was a milestone year here at CCM! This year saw the conclusion of our centennial year with our 100th birthday party in June, where more than 150 library lovers came together to celebrate and connect. We're excited to carry that energy forward into our next century of library service.

This year was also the 1-year anniversary of our new Forest Hills location. CCM Forest Hills is now reaching more people and providing more services in its new location.

The biggest change at CCM in 2019 has been going FINE FREE. As part of a pilot program in Allegheny County, CCM no longer charges fines for late items. We're committed to removing barriers to information access and promoting literacy and learning to our community.

Looking back over the past few years, we've been delighted to see increases in library usage across the board. More people are borrowing items, attending programs, and using library resources than ever before. We expect library usage to continue to increase, now that CCM is fine free and has implemented automatic renewals of borrowed items.

We are finishing off our milestone year with CCM's first-ever annual report! We have received such an outpouring of support from the community this year, and we want to demonstrate that support is well deserved. We're proud of the work we've done at the library this year, and we hope we've made our community (and YOU!) proud as well.

**Erin Pierce**

LIBRARY DIRECTOR

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## 2019 BY THE NUMBERS



**128,192**

physical items checked out by patrons



**38,135**

digital items checked out by patrons



**42%**

Increase in total circulation since 2015



**28%**

Increase in physical item circulation since 2015



**118%**

Increase in digital item circulation since 2015



**\$1,500,000**

Amount patrons saved by borrowing items



**1,937 1/2**

volunteer hours logged by 53 volunteers



**505**

individuals who donated to the library



**1,282**

Programs for children, teens and adults

# Celebrating 100 Years

In June, CCM hosted our first-ever gala event, a 100th birthday party! The party featured live music by the Clifton Forge Trio, a silent auction, light bites, drinks and games.

Between the birthday party and a direct mail appeal, CCM raised more than \$40,000 for the 100th anniversary fund, which is earmarked for maintenance and preservation of our historic building.

CCM's leadership circle was instrumental in our centennial year. This group of library supporters went above and beyond to help CCM meet our fundraising goals for the 100th anniversary fund. Dozens of local businesses also showed their support for CCM by sponsoring the event. The full list of leadership circle members and business sponsors can be found in the back of this report, as well as on a plaque in the foyer of CCM Edgewood.



## Chromebook & Hotspot Lending

*Access the internet and library services even when the library is closed!*

In 2019, CCM began lending Chromebooks, lightweight laptops that run the Chrome OS from Google. Patrons can take Chromebooks home and use them for web browsing, word processing, and other basic computing tasks. 20 Chromebooks are available for checkout: 10 at CCM Edgewood and 10 at CCM Forest Hills. CCM was the first library in the county, outside of the Carnegie Library of Pittsburgh, to offer Chromebooks for checkout. All Chromebooks also come with a WiFi hotspot.

WiFi hotspots provide internet access on the go. CCM has had hotspots available for checkout since 2016, and they have been very popular. In 2019, we added more available hotspots, for a total of 10 at CCM Edgewood and 5 at CCM Forest Hills.

Patrons have been able to access the internet at CCM for decades, with public computers and WiFi at both locations. CCM was the first library in the county, outside of the Carnegie Library of Pittsburgh, to offer Chromebooks for checkout. The Chromebook and hotspot lending program is a key part of CCM's commitment to increasing information access to our community.

## About C.C. Mellor Memorial Library

Since 1918, C.C. Mellor Memorial Library has been committed to “educate, entertain and enlighten” all members of our community from our historic building in Edgewood and our branch location in the Forest Hills borough building. We are proud to provide our diverse community with outstanding service, including programs for children, teens and adults; public access computers and Wi-Fi; digital resources accessible from anywhere; and more than 40,000 physical items in the library’s collection.

# Programs for All Ages

## Children's Programming

CCM partnered with the Penn State Extension 4-H program three times in 2019: hatching baby chicks in the spring, hosting a weeklong robotics camp in the summer, and growing hydroponic vegetables in the winter. These STEM-based experiential learning programs were a smash hit with kids of all ages. Even the adults were getting excited about those fluffy and adorable baby chicks! After such a successful partnership, children's librarian Erin Tobiasz was invited to present on the 4-H programs at the summer reading training for all Allegheny County children's librarians.

Children's programming isn't limited to within the library! Ms. Erin and Forest Hills branch manager Jennifer Bell made outreach visits to dozens of classrooms, preschools and daycares this year. Our children's department ran a total of 709 children's programs in 2019!

## Teen Programming

Teen programming has taken off at CCM! Library assistant Allison Sennot has extended our children's programming all the way through age 18. The biweekly teen group started in the summer and has kept going strong through the school year, sleuthing through murder mystery parties, solving breakout boxes, and creating elaborate gingerbread houses.

## Adult Programming

The Friends of the Forest Hills Library highlighted local talent with their Authors & Artists series at CCM Forest Hills. The bimonthly series featured conversations with local writers, painters, photographers, filmmakers and more.

Book clubs really had their moment in the spotlight in 2019: At one point in the year, CCM was hosting six different book clubs! New to the book club lineup were the Nonfiction book club and the Blooming Spirit Metaphysical book club.

*Photos, top to bottom: Cracking the case at the teen murder mystery party; Baby chicks provided by Penn State Extension 4-H; Story time at the Stuffed Animal Sleepover.*



# Fine Free Forever!

*CCM is committed to removing barriers to information access for our patrons*

The C.C. Mellor Memorial Library was one the first libraries in Allegheny County to go fine free. As part of an ACLA pilot program, CCM waived more than \$12,000 in outstanding fines from more than 1,600 library patrons. Since September 2019, all items checked out from CCM or returned to CCM have not generated fines, including items that have been overdue for a long time. Patrons will still be billed for the cost of an item if it has not been returned 6 weeks after its due date.

For some patrons, library fines and fees can be a real barrier to information access. This particularly affects parents with children, who may have dozens of books checked out on each family member's card. Fines may also discourage people from ever using the library, for fear of incurring a debt they cannot afford to pay.

The effect of fines on the library's budget is small; in 2018, only about 1.5% of CCM's revenue was from fines. Fine revenue had been decreasing for years due to the increased popularity of digital library materials (which never have fines), so now is a great time to remove that barrier once and for all. We have already noticed an increase in circulation and library usage since the beginning of the fine free pilot program, and we expect that positive trend to continue.

CCM is proud to provide library services to our entire community, not just those who can afford to pay fines. Removing library fines is just part of our commitment to equity of information access.

***"The American Library Association asserts that imposition of monetary library fines creates a barrier to the provision of library and information services"***

*-ALA Resolution on Monetary Library Fines as a Form of Social Inequity, 2019*

## PA Forward Silver Star Library

The C.C. Mellor Memorial Library is a proud participant in the PA Forward Star Library Program. In 2019, CCM achieved the status of Silver Star Library. We're going for the gold in 2020!

PA Forward is the Pennsylvania Library Association's 21st Century Literacies Initiative. Libraries earn their stars through demonstrated commitment to the five literacies: Basic Literacy, Information Literacy, Civic and Social Literacy, Health Literacy, and Financial Literacy.

For more information about how PA Forward is supporting libraries statewide, visit [www.pafoward.org](http://www.pafoward.org).



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**RECURRING DONATIONS.** Set it and forget it! You can now make recurring donations to CCM. Decide how much you'd like to donate, fill out our online form, and your credit card will automatically be charged each month. Your monthly gift — even as low as \$5 — provides a steady source of monthly income for CCM.

**HONOR CARDS.** Looking for a gift that's personal and unique? Make a donation of \$25 or more to CCM in the name of a loved one and sponsor the purchase of a new book for our collection. A bookplate with the names of you and your loved one will be placed in the book, and we will send your loved one a beautiful acknowledgement card they can display.

**EMPLOYER MATCH.** Many companies will match their employees' charitable donations. If your employer offers a donation match, your donations to CCM will go a lot farther! Ask your employer if a matching gift program exists at your workplace.

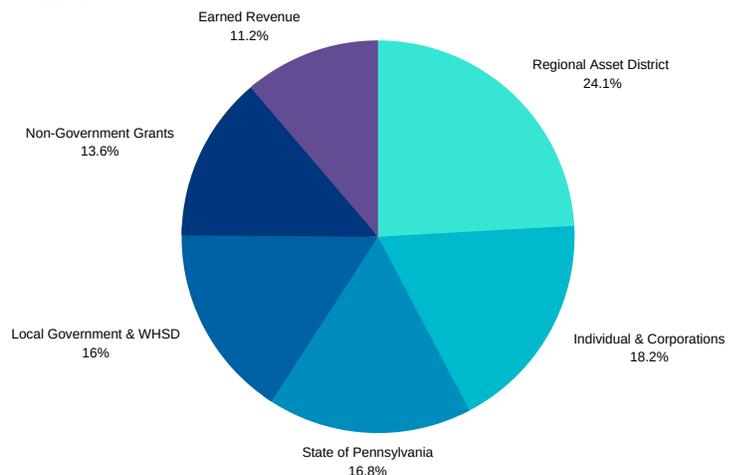
**PLANNED GIVING.** With a planned gift to CCM, you can combine your desire to give to charity with your overall financial, tax, and estate planning goals. Planned giving gives you a special connection with CCM and help continue its mission — for now and for years to come. Ask your financial advisor about how to name CCM as a beneficiary of your life insurance or retirement plan, or how to add a bequest in your will.

**Find more ways to give back to your library at [www.ccmellorlibrary.org](http://www.ccmellorlibrary.org)**

## 2019 REVENUES & EXPENSES

### 2019 Operating Revenues

24.1%	Regional Asset District	\$ 114,553
18.2%	Individual & Corporations	\$ 86,409
16.8%	State of Pennsylvania	\$ 79,969
16.0%	Local Government & WHSD	\$ 75,867
13.6%	Non-Government Grants	\$ 64,807
11.2%	Earned Revenue	\$ 53,401
	<b>Total Revenues</b>	<b>\$475,005</b>



### 2019 Operating Expenses

55.8%	Personnel	\$ 233,298
11.4%	Library Materials	\$ 47,768
10.1%	Office Operations	\$ 42,417
6.3%	Other Expenses	\$ 26,399
6.2%	Facility & Equipment	\$ 25,781
3.9%	Fundraising	\$ 16,297
3.7%	Contracted Services	\$ 15,674
2.5%	Programs	\$ 10,544
	<b>Total Expenses</b>	<b>\$418,178</b>

