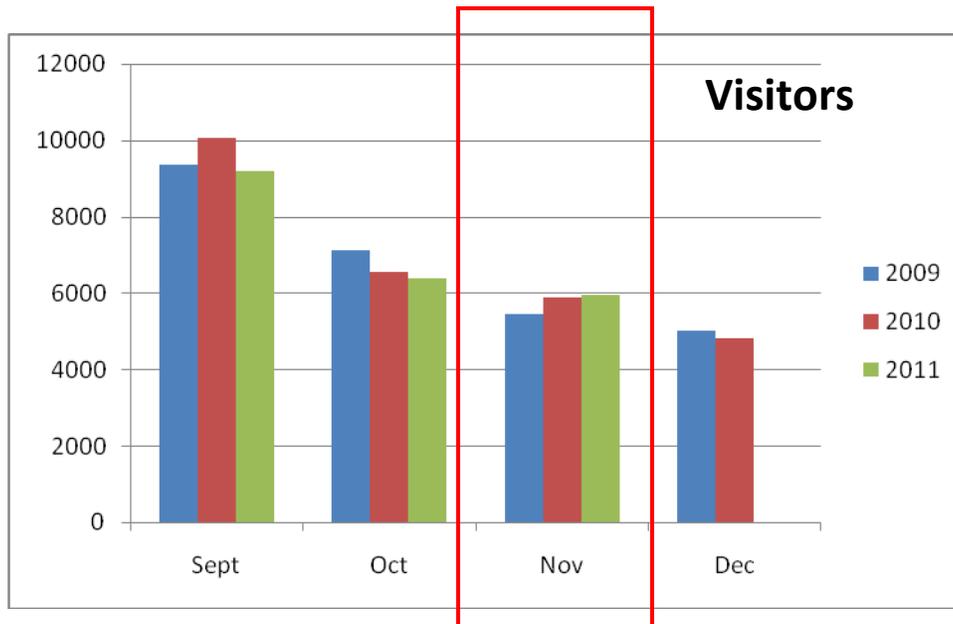
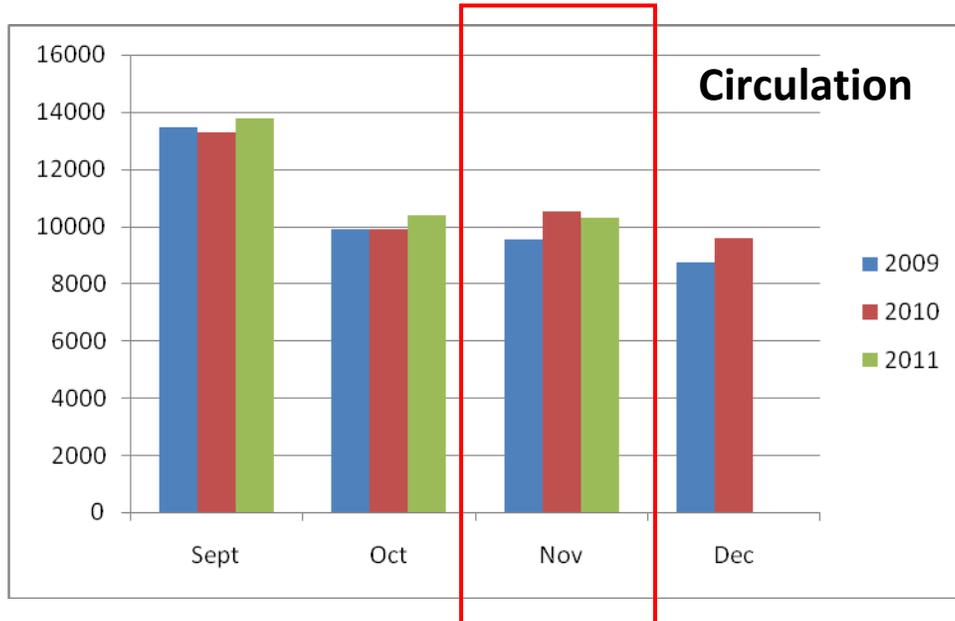


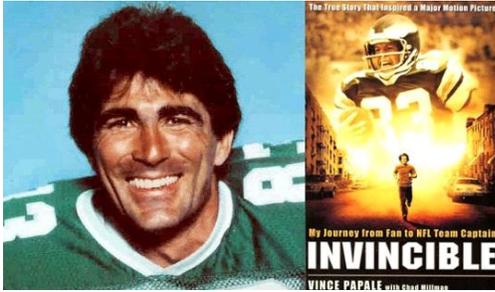
Avalon Free Public Library Director's Report – November, 2011

November's circulation (10313) decreased by .8 % from October (10399), and decreased by 2% from this time last year (10501). By the end of November, 161,449 items were circulated for the year, which is less than a 1% increase from this time last year (160,349).



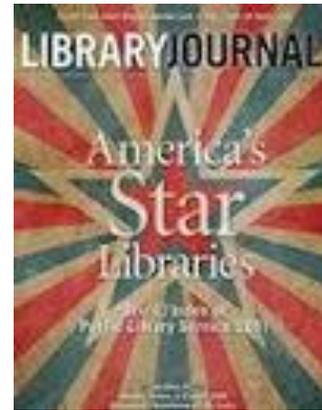
Visits to the library in November (5963) decreased by 7% from October (6387) and increased by less than 2% from November of last year (5867). By the end of November, there were 97,225 visits since the beginning of the year. This was approximately 8% below 2010's year to date figure (106214).

Avalon Free Public Library Director's Report – November, 2011



The major speaker in the 2012 Summer Author Series will be Vince Papale former Philadelphia Eagle and co-author of *Invincible* and *Be Invincible*. Papale was the subject of a motion called *Invincible*.

The Avalon Free Public Library (AFPL) has again been listed as one of the country's top libraries by Library Journal (LJ). In the November 1 edition of Library Journal, the LJ Index of Public Library Service rated AFPL as 5 Stars on the basis of statistical performance data collected by the Institute of Museum and Library Services (IMLS). The journal has rated the country's libraries based on these statistics four times since 2008 and the Avalon Library is one of only three libraries in New Jersey to receive the 5-Star designation each time.



Millennium Acquisition Module will be installed in the 3rd week of December with Staff training occurring in January. In preparation for the installation, checks are being conducted to all software updates to our integrated library system (ILS) have been made.

Change in Database Offerings – Based on poor utilization statistics, Automobile and Small engine repair databases and Theatre in Video have been discontinued. Our patrons now have access to:

- **New Jersey Legal Forms** - *New Jersey specific and federal forms (fully editable) are available along with descriptions, legal questions and answers, and Law Digest. Commonly used forms are divorce, rental agreements, bankruptcy, etc.*
- **Testing and Education Reference Center** - *Contains over 300 practice tests and courses with dozens of eBooks containing valuable study material and practice tests. There is information on over 4,000 accredited schools and available scholarships. There is a resume builder and career modules covering career change to salary negotiations.*
- **The Gale Virtual Reference Library** – *Provides access to 50 reference ebooks including biography, education, medicine, literature, law, religion, science, social science and more.*

Avalon Free Public Library Director's Report – November, 2011

An air Conditioning Unit has been installed in the IT closet.

Table-Top Electrical Outlets have been installed on the tables in the main reading area.



The school building lost power for approximately 30 minutes on the afternoon of November 30 as a result of a downed power line on Dune Drive. The network was restored without problems. The library did not close.



BookScan Station - Patrons can now digitize documents and send them to an email address or save them to a flash drive on the library's BookScan Station. A large scanning bed accommodates most sizes of documents and books.

Bonita Risley was hired to fill the part-time position of Museum Aide. She was selected from a pool of over 90 applicants. A practicum was developed to help identify the best candidates.

In November the director attended the monthly State Librarian's webconference as well as the NJLA IT Section web meeting. He also attended the monthly COIL meeting held at Abescon Public Library. Much of the discussion centered on ebooks and OverDrive. Maureen Frank reported that Atlantic City Public Library will develop its own OverDrive portal. The director is currently enrolled in an online course for the web content management system Drupal.

Avalon Free Public Library Director's Report – November, 2011

Shift in Student Population impacts circulation. In November alone, circulation for the patron type K-5 declined by 857 items or 89% from November of 2010. Comparing the first three months of the school year, circulation for this patron type has declined by 1174 items or 78% from the same period in 2010. Circulation has increased since last year for grades 6-8 by 70% or 289 items in comparing the first 3 months. Despite increases in the 6-8 patron type, overall circulation for K-8 for the first 3 months of the school year has declined by 46% or 885 items from the same period last year.

