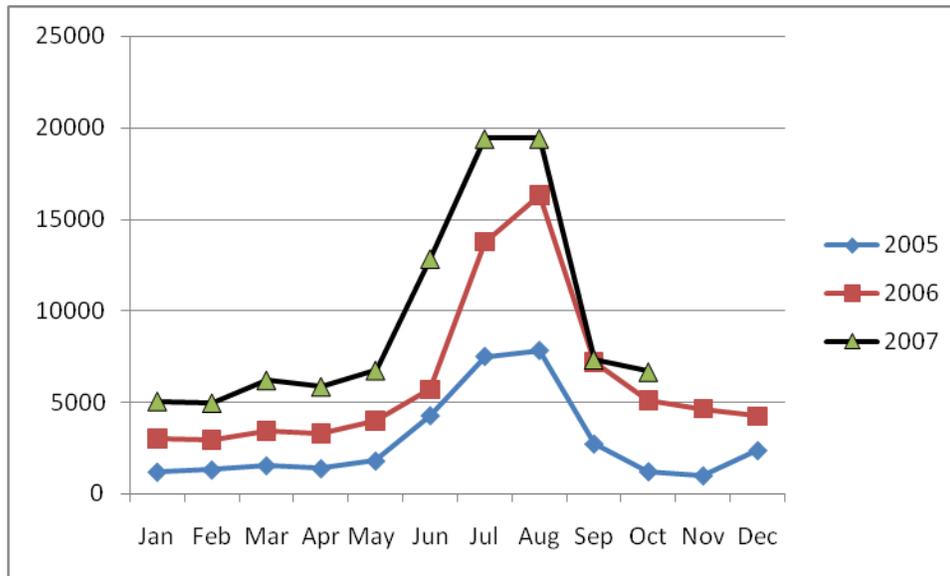


Director's Report for October 2007

October circulation (6656) declined by 9% from September's (7328). This is an increase of approximately 30% from this time last year (5122). By the end of October the library circulated 94721 items since January. This is a 46% increase from the 2006 year-to-date circulation (64814).

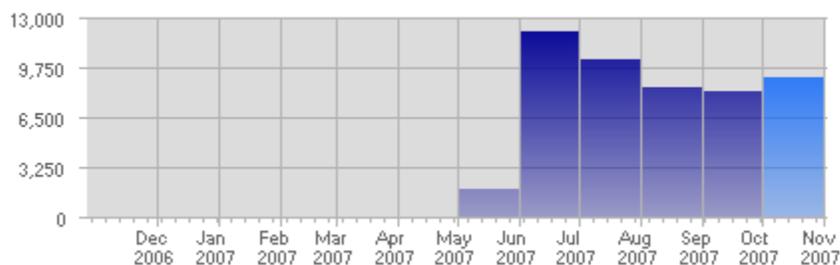


72 new cardholders added in September bring the total number of patrons to 6172. 19 year-round residents became patrons while 34 non-resident homeowners received cards. 19 Cape May County residents received cards.

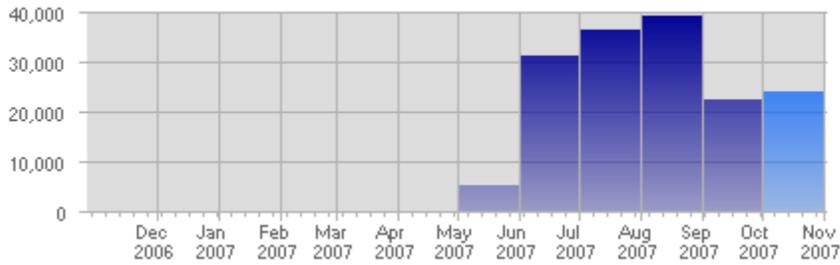
1444 computer sessions in October. This is less than a 39% decline from the previous month (2375), but a 46% increase from this time last year (987). Average session was 14 minutes

896 new items added to the collection in October.

AFPL website had 9142 visits in October. This is a 10% increase from the previous month (8,290). 24123 pages were viewed, a 6% increase from September (22744).



Visits

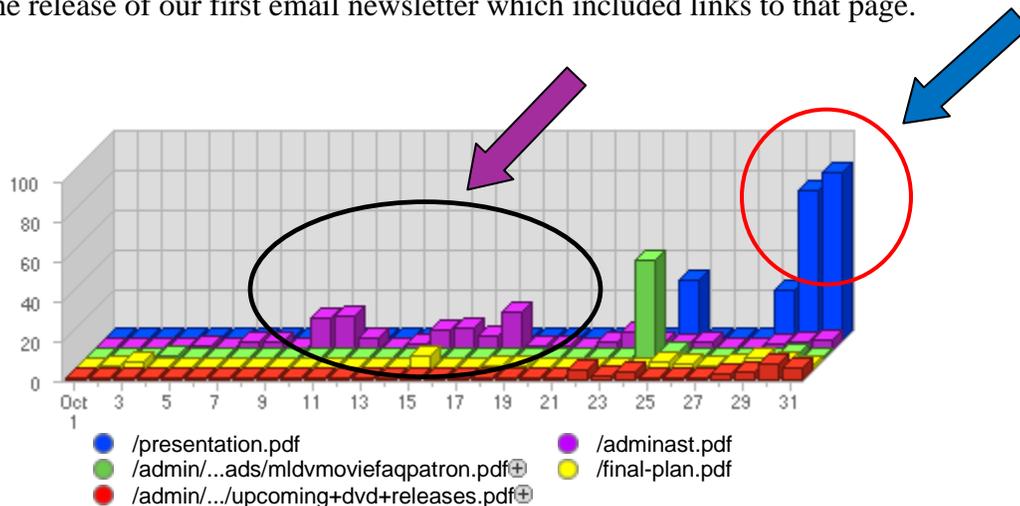


Pages Viewed

Most Popular Pages Viewed			
Community Calendar	10513	Library Info (Faqs) Page	318
Single Event	4260	Children's Book Reviews Page	245
Calendar Admin Page	769	Mission	138
Policies Page	512	Exhibits	81
Resources Page	440	Newsletter	78
Classes and Programs	328	Contact Email Form	78

Most Popular Files Opened / Downloaded	
State of the Library Presentation (PDF)	214
Library Administrative Assistant (PDF)	141
My Library DV Information Pamphlet (PDF)	70
Strategic Plan (PDF)	49
Up Coming DVD Releases (PDF)	34
Directors Report September 07	29

Three external events increased activity on the website in October. The advertisement for an administrative assistant which was advertised in the Herald included a link to the job description which was posted on our website. Peek activity of the job description file (adminast.pdf) corresponds with the 2 dates the ad appeared. The State of the Library presentation file (presentation.pdf) corresponds with the October 25 community forum and the release of our first email newsletter which included links to that page.



Avalon Free Public Library
235-32nd Street
Avalon, NJ 08202
www.avalonfreelibrary.org

November 2007
Newsletter

Everything You Wanted to Know About Music
4th Tuesday from September to May, 7-8:30pm

Beethoven: The Creator of a Moral Future
(November 27's Program)

Lecturer Paul Somers has been a music reviewer for the Westfield Leader, the Star Ledger, and the Courier-News, a lecturer at Lincoln Center, an instructor at Drew University, Kean University, and the Governor's School for the Arts, as well as a pianist and harpsichordist. Some of Mr. Somers' achievements include his numerous compositions such as "Ondine Visions" for flute, clarinet, and piano which premiered at Lincoln Center's Bruno Walter Auditorium in April 2006.

Mark your calendar for future lectures:
11/27, 12/18, 1/22, 2/26, 3/25, 4/22, 5/27
[For more information...](#)

Spanish 1 & Italian 1 With Jessica

The 6-session classes are designed by Jessica Blakeslee to provide you with enough of a grounding in each language to help your future travels. [For more information...](#)

There is a Story in Everyone

Developing Stories For Your Life and Creative Writing are designed to release the muse in you. [For more information...](#)

Important Links

- [Current and Archived Newsletters](#)
- [Monthly Directors Report and Statistics](#) (scroll to Pamphlet Section)
- [Library Catalog](#)
- [Databases and Online Resources](#)
- [Classes and Programs](#)
- [Community Calendar](#)

In This Issue

- [Monthly Music Lectures](#)
- [Italian & Spanish Courses](#)
- [Writing Courses](#)
- [Featured Article](#)
- [Where Are We Headed?](#)
- [Streaming Video](#)

Where are We Headed?

With 2 years under our belt and performance that is beyond our initial expectations, the library and community are reexamining our current strategic plan. To View the current strategic plan and a presentation made to the community concerning progress and issues, [follow this link.](#)

Streaming Video

MyLibraryDV
NEW! DOWNLOADABLE VIDEOS
START HERE

MyLibraryDV-a unique video-on-demand service featuring over 450 videos including *Antiques Roadshow*, *America's Test Kitchen*, *Rick Steves' Europe*, *Today's Homeowner*, independent films from *Film Movement*, classic movies, and Sony Pictures Entertainment. [For more information, follow link to](#)

First e-newsletter distributed on October 30. Using the Constant Contact, an e-marketing tool, the library sent out 2593 newsletters to patrons with email addresses. As of 11/5, the newsletter was opened 959 times. The newsletter was designed to bring people to the website. 279 people clicked 375 times following links to various locations on our website. 166 were attracted to the page with programs and classes, 32 to the calendar, and 57 to the mission statement. 466 email addresses were bounced back. For either being non-existent addresses, block by the IP, or undeliverable for other reasons



Louvers were installed on the doors to the technology closet to increase airflow into the area

Two new shelving units display new books. To alleviate crowding in the video section and to increase visibility of new books 2 shelving units were installed in early October. New Fiction, Non-Fiction, and large print books are now highly visible at this location.





Library sponsor's 2 performances of the Walnut Street Theatre Touring Outreach Company for Avalon and Stone Harbor Elementary Schools. On Oct. 29, *Mean Girls R Bullies 2* was presented to a combined audience from both schools. *Mufaro's Beautiful Daughters* was performed to younger Avalon students in the afternoon.

The Bay-Atlantic Symphony proposes for concerts in 2008. APAC will sponsor a brass quintet concert in May and a string quartet concert in September. Pending board approval, the library would sponsor 2 full symphonic concerts in July and August:

ITALIAN OPERA EXTRAVAGANZA! featuring beautiful music and extraordinary voices from a variety of Italian operas, including *La Boheme*, *La Traviata*, and *Tosca*, sung by tenor and soprano.

TCHAIKOVSKY JUBILEE with the breathtaking *Symphony No. 4* directed under the baton of Maestro Jed Gaylin and including the extraordinary *Violin Concerto* to be performed by a renowned soloist.



The cost of the 2 programs is \$56,300. Discussions have occurred with 2 production companies that will result in significant reductions in production overhead.

Library is currently engaged in filling two positions. Sixty people applied for the Library administrative assistant job. The staff will be conducting interviews over the next week. Chris Pidgeon will be leaving his part-time library assistant position in the next few days. The advertisements for both positions which ran in the Herald contain links to the relevant job descriptions which have been posted on our website as pdf files. Job seekers can click from the Herald's online classified directly to our job description. 141 individuals viewed the administrative assistant's job description in this manner.

10 Avalon residents received county cards in September and October. Of the 10, 5 cards were renewals. Last year during this time frame 16 cards were issued.

Inventory at the halfway point. Shannon indicates there are no salient security issues at this time.