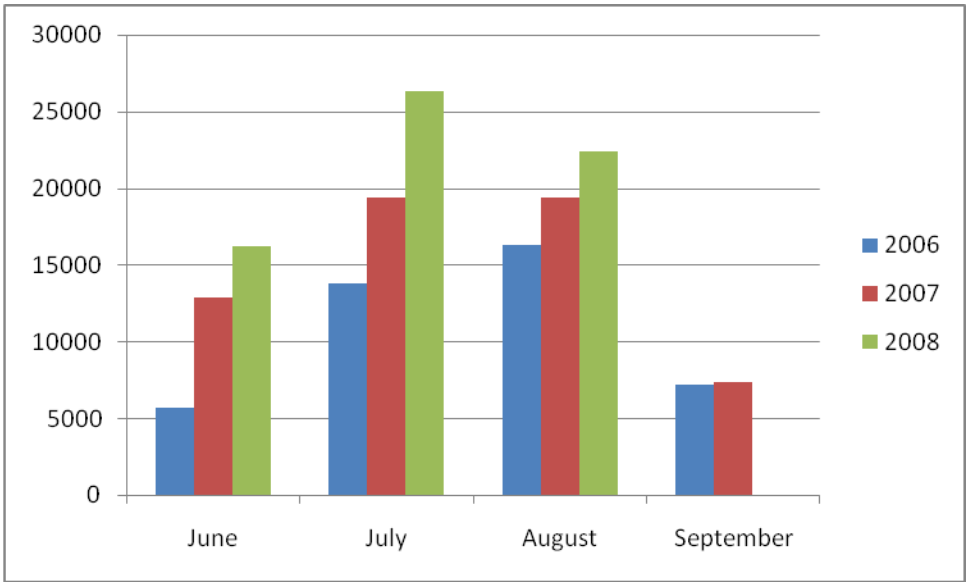
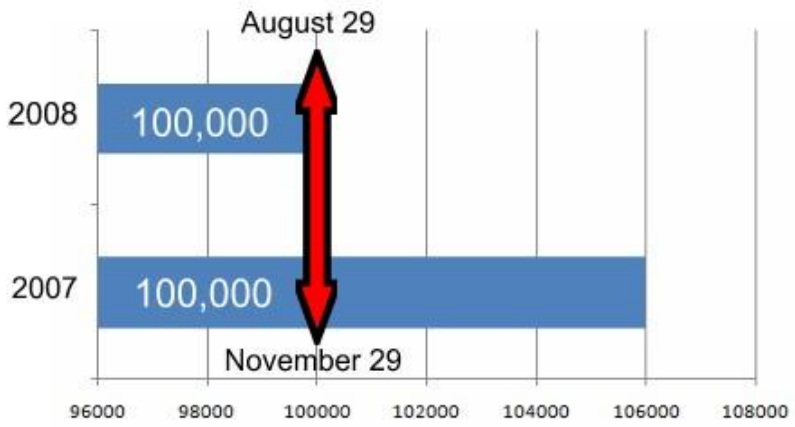
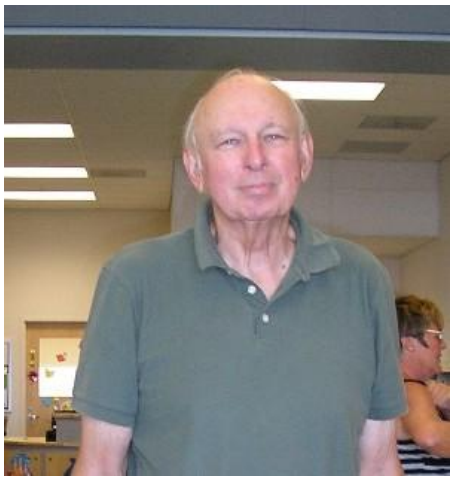
Director's Report for August 2008

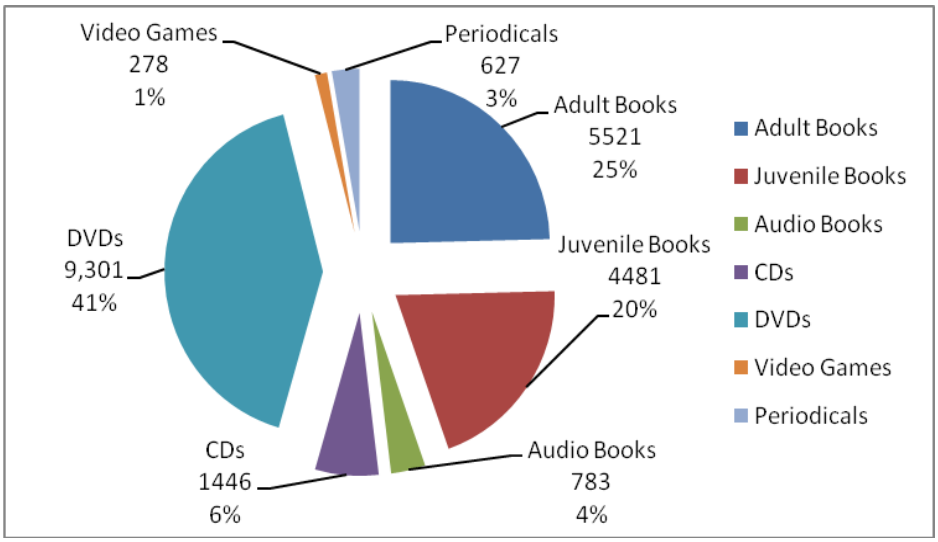
August's circulation (22437) decreased 15% above July's circulation (26350) but increased 16% above this time last year (19412). Year-to-date (YTD) stat for the end of August (102,719) is 27% above YTD figures for Aug 2007 (80737).



Library hits 100,000 Circulation Mark at End of August. Dave K. of Avalon checked out the 100,000th library item to circulate in 2008 on Friday, August 29. Last year this milestone was reached on November 29. To celebrate this achievement, Dave was given a gift certificate to a local restaurant. Circulation is only one indicator of how busy the library is. At the end of August the circulation desk saw over 195,000 transactions (year-to-date) with over 114,000 occurring in June, July, and August. Transactions refer to checking material in and out, and placing holds. By the end of the year, the library may circulate over 127,000 items. Last year the library's total circulation was 105,984.







Circulation breakdown for August

Approximately 21350 visitors came to the library in August.

There were 9998 visits to the website in August. 58,381 pages were viewed

Library staff attends management workshop. Melanie, Michelle, and Shannon participated in the "Management & Leadership Skills for First Time Managers Workshop" sponsored by the Rockhurst University Continuing Education Center and held at the Sheraton in Atlantic City.

Evening Shade	AR
Roxbury	CT
Weston	FL
Longmeadow	MA
Atglen	NJ
8 Avalon	NJ
Cape May	NJ
Haddonfield	NJ
Marlton	NJ
3 N Cape May	NJ
Pennington	NJ
Wildwood Crest	NJ
Dayton	OH
Abington	PA
Bensalem	PA
2 Blue Bell	PA
Elizabethtown	PA
Gladwyne	PA
Mechanicsburg	PA
Media	PA
Millersville	PA
Philadelphia	PA
Springfield	PA
West Chester	PA
Beamont	TX

35 library mailing label parcels received in August.

Mixed success with August programming. 500 of the 700 individuals who had tickets to the Bay-Atlantic Concert on August 23 attended. Approximately 175 people came to hear Lisa See on August 26. For Brad Meltzer's presentation, 75 people showed up. Advertising was in place for all activities. However for Lisa See, a banner was placed on the ramp up to the library and advertising included the Philadelphia Inquirer. Consideration is being given to the following:

- Large signage on Avalon Blvd.
- Continued use of the AC Press and Philadelphia Inquirer
- Concert tickets to become available no more than 3 or 4 weeks prior to concert.

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