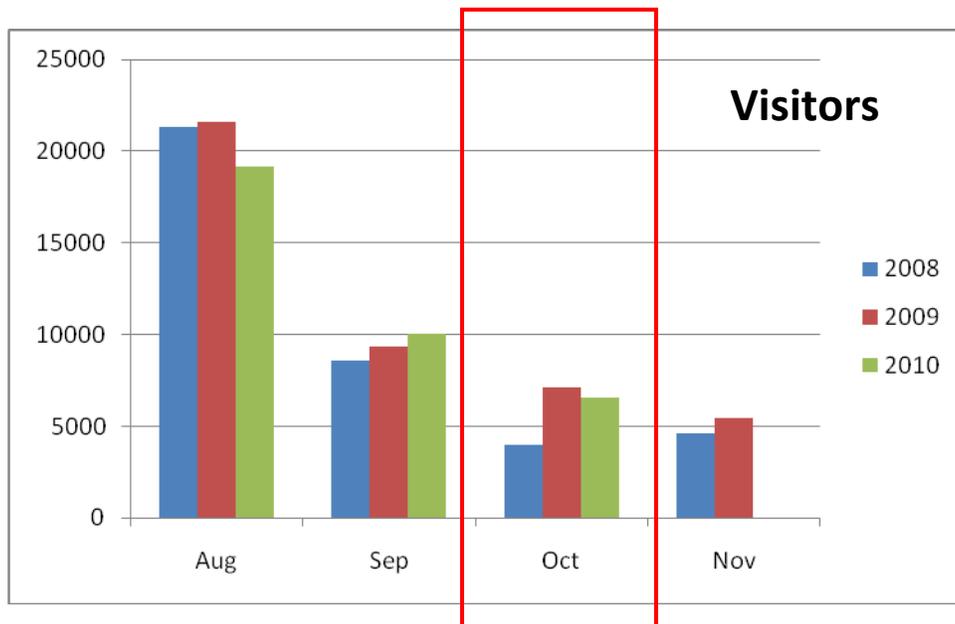
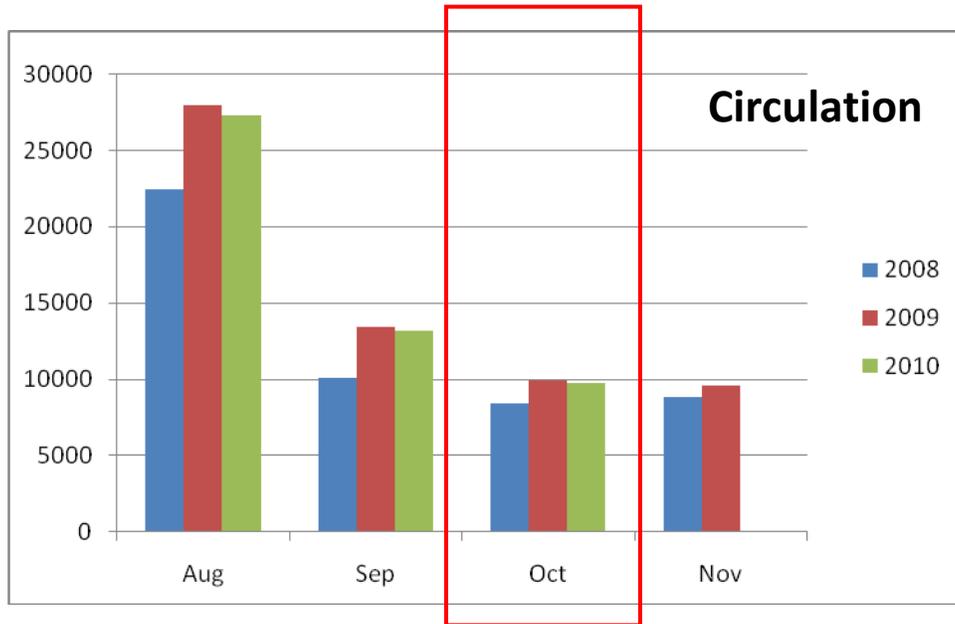


## Director's Report for October 2010

October circulation (9770) decreased by 26% from September (13193), and decreased by .7% from this time last year (9879). At the end of Sep, the year to date circulation (148637) was 1.1% below last year (149613).



In October the library had 6559 visitors (not counting entrance from school corridor). This is a 8% decrease from October of 2009 (7125) and a 35% decrease from September of 2010 (10048). By the end of October, there were 100347 visits to the library since the beginning of the year, a 7% decrease from the previous year (108,472).

On October 9, the director was invited to AHLOA monthly membership meeting to discuss the state of the library. The presentation was well received. In the Q & A session that followed there were comments concerning providing County patrons with free library services and the impact that County patrons have on the availability of new materials.

The library has been nominated for the 2010 National Medal for Museum and Library Service. The award is sponsored by the Institute of Museum and Library Services. It honors outstanding institutions that make exceptional contributions to their communities. Selected institutions demonstrate extraordinary and innovative approaches to public service and inclusiveness, exceeding the expected levels of community outreach, and may also include libraries and museums advancing global cultural understanding. There is also a \$10,000 grant associated with the prize. We are currently filling out the application and identifying patron endorsements.



The renovation of the staff office is almost complete. Additional shelving for the cubicles and two more cabinets not in the original plan have been ordered. A tall free standing shelving unit has been donated by Library Interiors. The pod storage container located in the parking lot was emptied and removed on October 14.



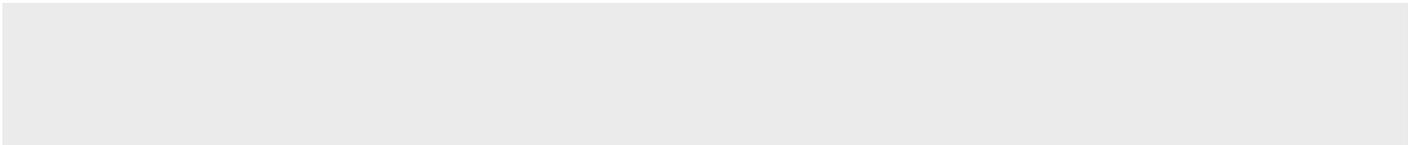
The library is renting a climate controlled storage unit at Cape Self Storage located on Oyster Road, Cape May Court House. The unit is approximately 10' x 30'. We have move some material to the unit but are awaiting shelving which will arrive the third week of November. We plan to store up to 4500 books and other media as well as equipment and supplies at this location.

eCourses have been added to our online offerings. Patrons can selected from over 500 courses up to 5 courses at a time and have up to 6 months to finish each course. These courses are for personal enrichment. They are non-credited or not intended for professional licensure.



In collaboration with the elementary school, the library is sponsoring a fall reading program called *Avalon's Knights of the High Tide*. It is structured similarly to our summer reading program in that children earn points for not only reading, but also writing about what they read. Students utilize our kid's book review webpage to enter their writings. Once adjudicated, each review appears online. The children's names are not used, just their initials. Based on earn points, students can win gift certificates to the elementary school's book fair in December.

On September 15, Melannie Matt completed an eCourse on advanced Cataloguing.



## Cape May County Herald

### Avalon Library Earns Five Stars

Letters to the Editor | Mon, 10/25/2010 - 3:00 pm |

By Gabor Pattantus

To The Editor: It was a real pleasure for me to read the five-star rating given to Avalon Free Public Library in the Library Journal's Oct. 1 issue. This is a nationwide honor to recognize public libraries of all sizes for their services to their communities. The credit goes primarily to Norman Gluckman, Avalon Library's director. He has created "a virtual library community, not bounded by geography." The Avalon Library sends out books, DVDs and CDs to homeowners who live out of the community and out of state. I am one of the frequent users of this unique and wonderful service. I feel that my library tax dollars are well spent. I would like to thank the library staff for the wonderful and very efficient service they are providing for the Avalon homeowners. Since the new library opened in 2008, it is constantly being upgraded with new books and current DVDs. I am very pleased that the library purchases rare foreign art movies and academy award shorts which I would never find here in the Hudson Valley. Please keep up the good work. The library is enriching the lives of thousands — residents and non-residents — with all the material available for our use. Congratulations again, Avalon Free Public Library. GABOR PATTANTUS Avalon