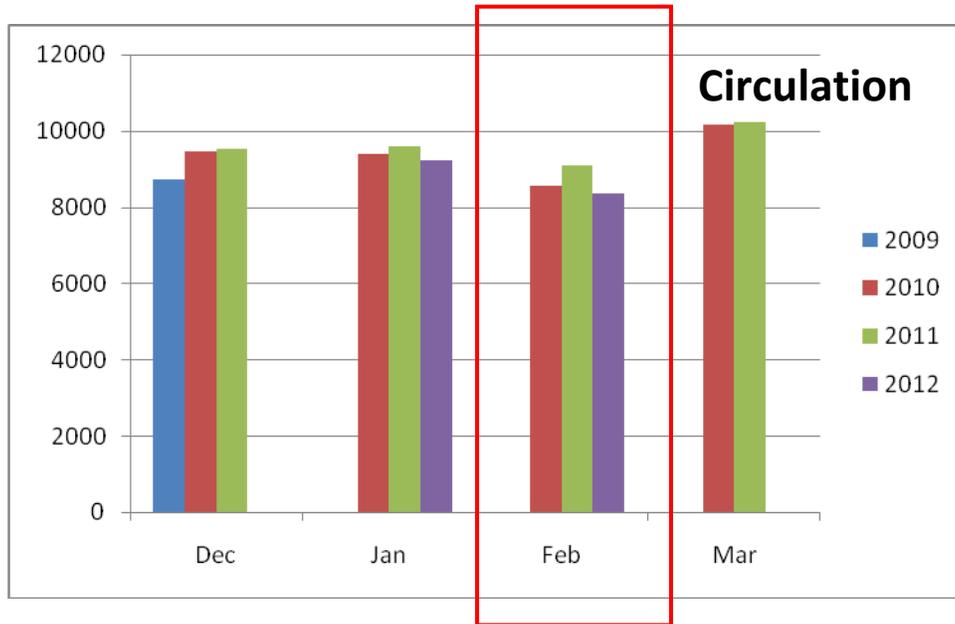


Avalon Free Public Library Director's Report – Feb, 2012

February's circulation (8371) decreased by 9% from January's (9242), and decreased 8% from this time last year (9076). By the end of February, 17,613 items were circulated for the year which is a 6% decrease from this time last year (18,673). The decline in monthly and year-to-date figures is due in large part to the shift in student populations. By the end of February, 2011, the year-to-date circulation to k-8 was 2180. At the end of the same period this year, 654 items were checked out by k-8 patrons, a 70% decline.



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Visits to the library in February (4941) decreased by 0.2% from January (5255) and was about same as February of last year (4923). By the end of February there were 10,196 visits to the library since the beginning of the year which was a 3% increase from the same period last year (9900).

Webinars in February – The library continues to gain experience hosting webinars.

Date	Webinar Title	Attendance
1/19	Search Tips and Helpful Websites	13
1/26	Computer and Internet Security, Backup and File Storage	12
1/28	Facebook	13
2/16	Google and Cloud Services	12
2/18	eBooks for Free	9
2/23	eResources@Your Library	2

Millennium Acquisition Module – We have completed all modifications and profiles for Brodart and Ingram, and currently ordering directly from both book jobbers. Currently we are working on the profile for Recorded Books and hope to run test orders in the next two weeks. We have also centralized ordering through Michelle (Shannon backup).

New Hire – Sean Farrell has been provisionally hired to fill the position library assistant. Mr. Farrell has significant customer service experience and he also manages a blog that has over 1000 hits per day.

New Web Portal to Overdrive – The web portal to our new Overdrive e-media download service is completed and will be available to patrons within the next two weeks. Unlike the consortium's download service which provides for eBook and eAudiobook downloads, our portal will also allow patrons access to music and videos. We also have the ability to upload local content. Andy Bednarek and I have talked about digitizing and posting a number of Borough reports and documents to Overdrive.

Staff and Activities Development

- The director attended the Library Services and Technology Act (LSTA) advisory committee meeting in Trenton on Feb. 1. The committee has been charged by the state

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librarian to develop a strategic plan with regards to activities that will be funded by this grant.

- On February 8, the director presented the annual library report to Borough Council. AHLOA has requested that the presentation be given at Community Connections
- On February 8 & 15, the director participated the webinar series Creating a Thriving 21st Century Library
- Michele, Norman, Shannon, Melanie and Chris attended an Overdrive webinar reviewing the features of our new portal
- Joseph and Norman are enrolled in the course Disaster Planning for Cultural Institutions in South Jersey sponsored by LibraryLinkNJ and Lyrisis.