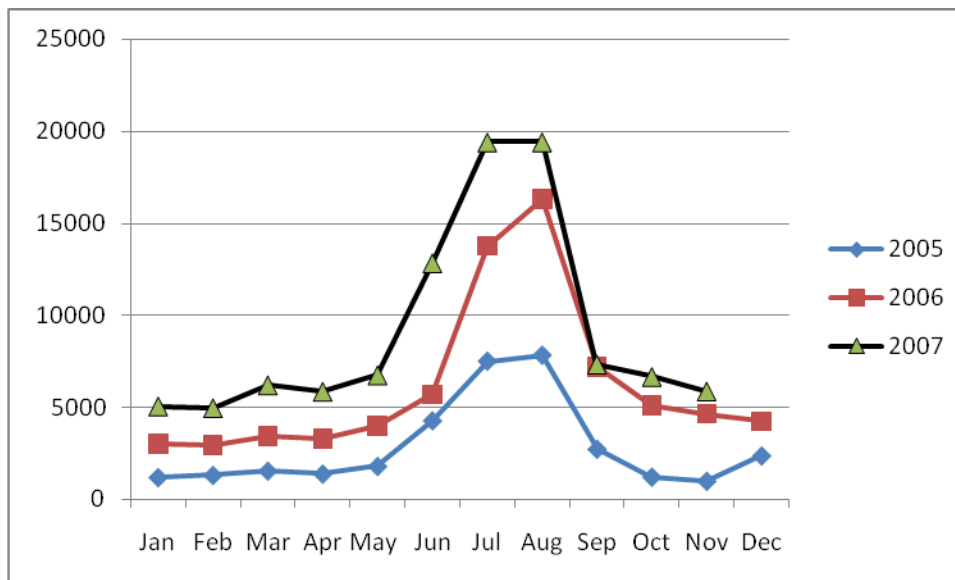


## Director's Report for November 2007



**Avalon circulates 100,000 items!** On November 29, Addie Martin of Avalon checked out the 100,000<sup>th</sup> item to be circulated in 2007. This is the first time this milestone has been reached in the history of the library. At the end of last year, the library circulated 80,924 items which was the largest figure to that date. A good collection and responsive customer service clearly pays off.

**November's circulation (5867) continued a seasonal downward slope declining by 12% from October (6656).** However, circulation increase of approximately 27% from this time last year (4637). By the end of November the library circulated 100,588 items since the beginning of the year. This is a 45% increase from the 2006 year-to-date circulation (69455).

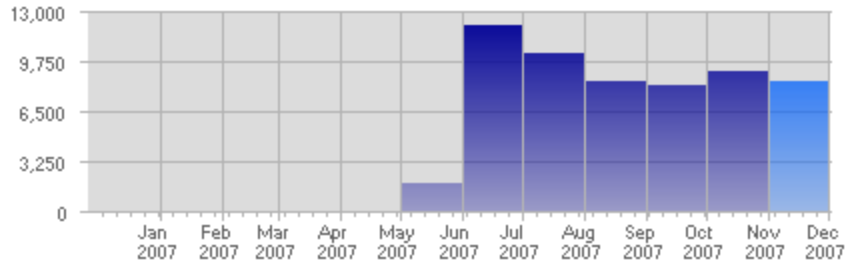


**59 new cardholders added in November bring the total number of patrons to 6231.** 14 year-round residents became patrons while 21 non-resident homeowners received cards. 21 Cape May County residents received cards.

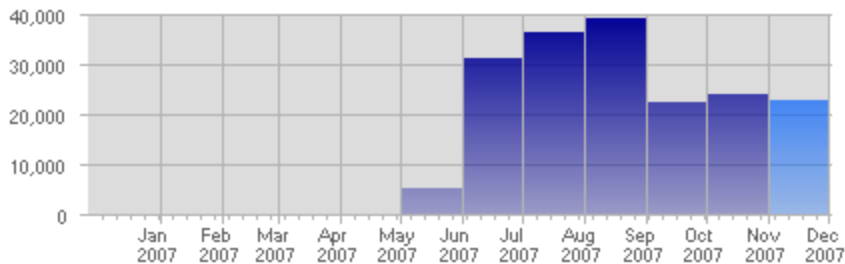
**1088 computer sessions in November.** This is less than a 24% decline from the previous month (1444), but a 21% increase from this time last year (895). Average session was 14 minutes

**474 new items added to the collection in November.**

**AFPL website had 8481 visits in November.** This is a 7% decline from the previous month (9,142). In November 23197 pages were viewed, a 4% decrease from October (24123). 723 PDF files were downloaded.



Visits



Pages Viewed

**Library hires an administrative assistant and replaces a desk clerk.** Linda Duffy accepted the position of administrative assistant. She comes to the job with extensive administrative and marketing experience. Patricia Wilk will be replacing Chris Pidgeon at the circulation desk. Pat is a retired high school teacher and guidance counselor who has volunteered at the library on several occasions. The library staff and patrons will miss Chris's humor. He is leaving us for a full time position with benefits.

**Library closed on account of fumes.** The library was closed November 7 & 8 on account of fumes resulting from the refinishing of the gym's floor.

**The Library opens on the day after Thanksgiving.** Although the Friday after Thanksgiving is a paid holiday for the library, staff volunteers opened the library from 9am – 5pm. The library was busy and circulated 323 items by the end of the day.

**Library sends e-newsletters and holiday greetings.** Using Constant Contact, an E-marketing tool, the library has sent to patrons with email addresses electronic versions of November and December newsletters as well as Veterans Day and Thanksgiving Day greetings with library holiday hours. Approximately 1/3 of our patrons have given us email working email addresses. The newsletters are designed to convey essential information about library activities and to direct the viewer through links to relevant areas of the library website.

| Publication  | Sent | Bounces   | Spam Reports | Opt-Out  | Opens       | Clicks      | Forwards |
|--------------|------|-----------|--------------|----------|-------------|-------------|----------|
| Nov News     | 2593 | 466 (18%) | 1            | 11 (.4%) | 992 (46.6%) | 289 (29.1%) | 4 (.4%)  |
| Vet's Day    | 2165 | 57 (2.6%) | 2            | 8 (.4%)  | 461 (21.9%) | 29 (6.3%)   | 0        |
| Thanksgiving | 2173 | 41 (1.9%) | 0            | 6 (.3%)  | 710 (33.3%) | 132 (18.6)  | 3 (.4%)  |
| Dec News*    | 2180 | 34 (1.6%) | 0            | 6 (.3%)  | 668 (31.1%) | 150 (22.5%) | 1 (.1%)  |

\*still being actively opened

November Newsletter Report

Email Run History

| Sending Type  | Sent | Run Date               | Status            |
|---------------|------|------------------------|-------------------|
| Original Send | 2593 | 10/30/2007 5:33 PM EDT | Successfully Sent |

Email Statistics

| Sent | Bounces        | Spam Reports | Opt-outs     | Opens          | Clicks         | Forwards    |
|------|----------------|--------------|--------------|----------------|----------------|-------------|
| 2593 | 18.0%<br>(466) | 1            | 0.4%<br>(11) | 46.6%<br>(992) | 29.1%<br>(289) | 0.4%<br>(4) |

Click-through Statistics

| Email Link  | Unique Click-throughs | Click-through Distribution |
|---|-----------------------|----------------------------|
| <a href="http://catalog.avalonfreelibrary.org/">http://catalog.avalonfreelibrary.org/</a>                               | 19                    | 4.8%                       |
| <a href="http://www.avalonfreelibrary.org/">http://www.avalonfreelibrary.org/</a>                                       | 33                    | 8.4%                       |
| <a href="http://www.avalonfreelibrary.org/classes.asp">http://www.avalonfreelibrary.org/classes.asp</a>                 | 40                    | 10.2%                      |
| <a href="http://www.avalonfreelibrary.org/classes.asp#-cp_36">http://www.avalonfreelibrary.org/classes.asp#-cp_36</a>   | 14                    | 3.6%                       |
| <a href="http://www.avalonfreelibrary.org/classes.asp#-cp_40">http://www.avalonfreelibrary.org/classes.asp#-cp_40</a>   | 22                    | 5.6%                       |
| <a href="http://www.avalonfreelibrary.org/classes.asp#-cp_50">http://www.avalonfreelibrary.org/classes.asp#-cp_50</a>   | 96                    | 24.5%                      |
| <a href="http://www.avalonfreelibrary.org/events_calendar.asp">http://www.avalonfreelibrary.org/events_calendar.asp</a> | 34                    | 8.7%                       |
| <a href="http://www.avalonfreelibrary.org/information.-asp">http://www.avalonfreelibrary.org/information.-asp</a>       | 15                    | 3.8%                       |
| <a href="http://www.avalonfreelibrary.org/mission.asp">http://www.avalonfreelibrary.org/mission.asp</a>                 | 59                    | 15.1%                      |
| <a href="http://www.avalonfreelibrary.org/newsletter.asp">http://www.avalonfreelibrary.org/newsletter.asp</a>           | 11                    | 2.8%                       |
| <a href="http://www.avalonfreelibrary.org/resources.asp">http://www.avalonfreelibrary.org/resources.asp</a>             | 14                    | 3.6%                       |
| <a href="http://www.avalonfreelibrary.org/resources.asp#cat_5">http://www.avalonfreelibrary.org/resources.asp#cat_5</a> | 35                    | 8.9%                       |
| <b>Total Click-throughs</b>   | 392                   | 100%                       |