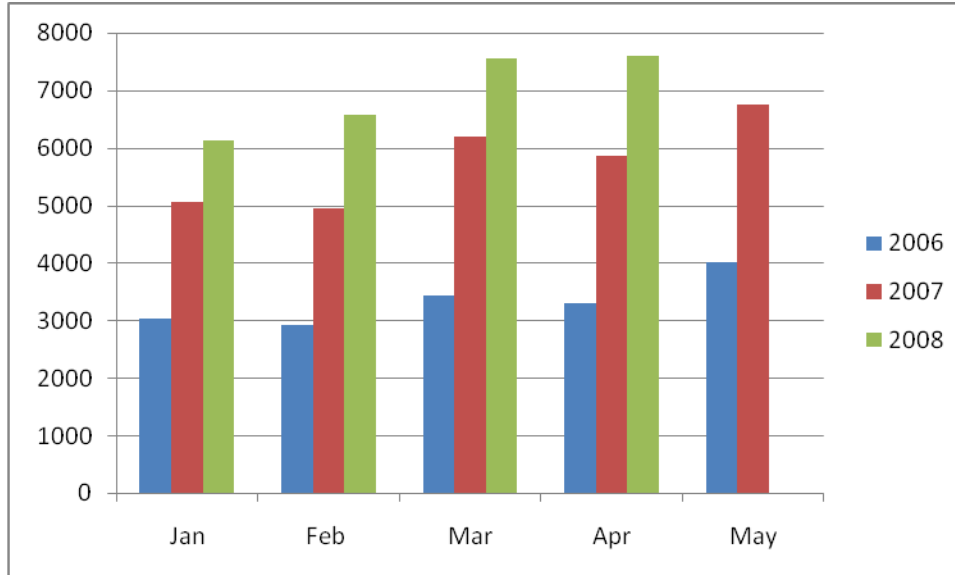


## Director's Report for April 2008

**April circulation (7592) increased less than 1% above March's circulation (7547) and 30% above this time last year (5852). Year-to-date (YTD) stats for April (27828) is 24% above YTD figures for April 2007 (22507).**



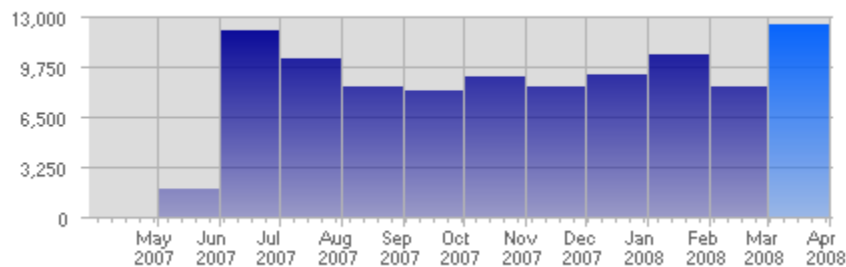
**78 new cardholders were added in April bringing the total number of patrons to 6508.** Between December and March, 18 avalon residents received cards from the Cape May County Library.

**1069 computer sessions in April.** This is 4% decline from the previous month (1109), and a 31% drop from last year at this time (1540).

**682 items added to the collection in April while 332 were weeded.**

**Approximately 6000 visitors came to the library in April**

**AFPL website had 20,862 visits in April.** This is a 65% increase from the previous month (12,606).



**Baby changing tables installed in bathrooms.** In early April, school janitors installed fold-down baby changing tables in both bathrooms.



**Door counter installed.** Thanks to the Dept. of Public Works the door counter was installed in early April.

**Library has table at *Community Connections, 2008.*** The library had a table at the inaugural Community Connections on April 12. The event was well attended. The library donated plastic bags to ALOHA for attendees use as well as giving out free canvas bags with our logo. There was much positive feedback by attendees to the library as well as 12 new card registrations.



**Mailing labels are hit with Non-Resident Homeowners –** At the end of April, six parcels containing library material were return by non-resident patrons. According to website statistics, mailing label's pdf file was accessed over 150 times since March 30.

**Early Literacy Station installed in Children's Room.** The Early Literacy Station is a complete, turnkey, standalone learning system which contains over 38 pre-installed educational software packages. The software covers 7 curricular areas and is targeted for toddlers through 2<sup>nd</sup> grade. We have set session limits to 30 minutes.

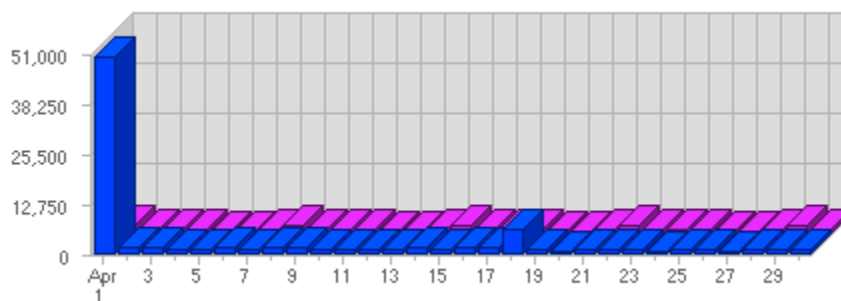


### Professional Development in March & April

- Microsoft Office 2007 – Linda D. & Shannon W.
- What's New With EBSCOHost – Shannon W.
- Basic Descriptive Cataloguing – Michelle D. & Melanie M.
- Computers in Libraries Conference, Alexandria, Va. – Shannon W.
- Millennium User's Group Conference – Washington, D.C.
- Marketing, PR & The Media – Linda D.

**Bill Silcox, library clerk, terminates his employment.** He was replaced by Jamielynn Sasdelli who had previously worked at the library.

**Possible attack or data mining of our website occurred April 1.** According to “Page Views” statistics, total page views for April 1 was 50,394. The historical average for that day would have placed it slightly over 2000 views.



 Average
  Current

The page that was targeted was the community calendar. No damage was done to the site.