



*A Library Journal Five-Star Library*

# Avalon Free Public Library

## State of the Library

Anthony Lampazzi

President, Avalon Free Public Library Board of Trustees

Norman Gluckman

Library Director

[www.avalonfreelibrary.org](http://www.avalonfreelibrary.org)

2008

New Formats: Blue Ray, Nintendo DS — Dec — Began HC certification

Angemi becomes HC Director — Nov — **5 Star Library again**

History Center incorporated — Oct — Aquabrowser for Catalog

Library by Mail — Sep — Circ surpasses 2008, update strategic plan

Aug — NJ History Collection, Circ hits 100K

Jul — HC & AHLOA Website, 750 attend concert

Jun — Friends of the Library

May — Hold-to-Mail on catalog

Apr — State librarian approves transfer or \$350K

Mar — Facilities utilization study, Contract signed with BAS for 3<sup>rd</sup> season

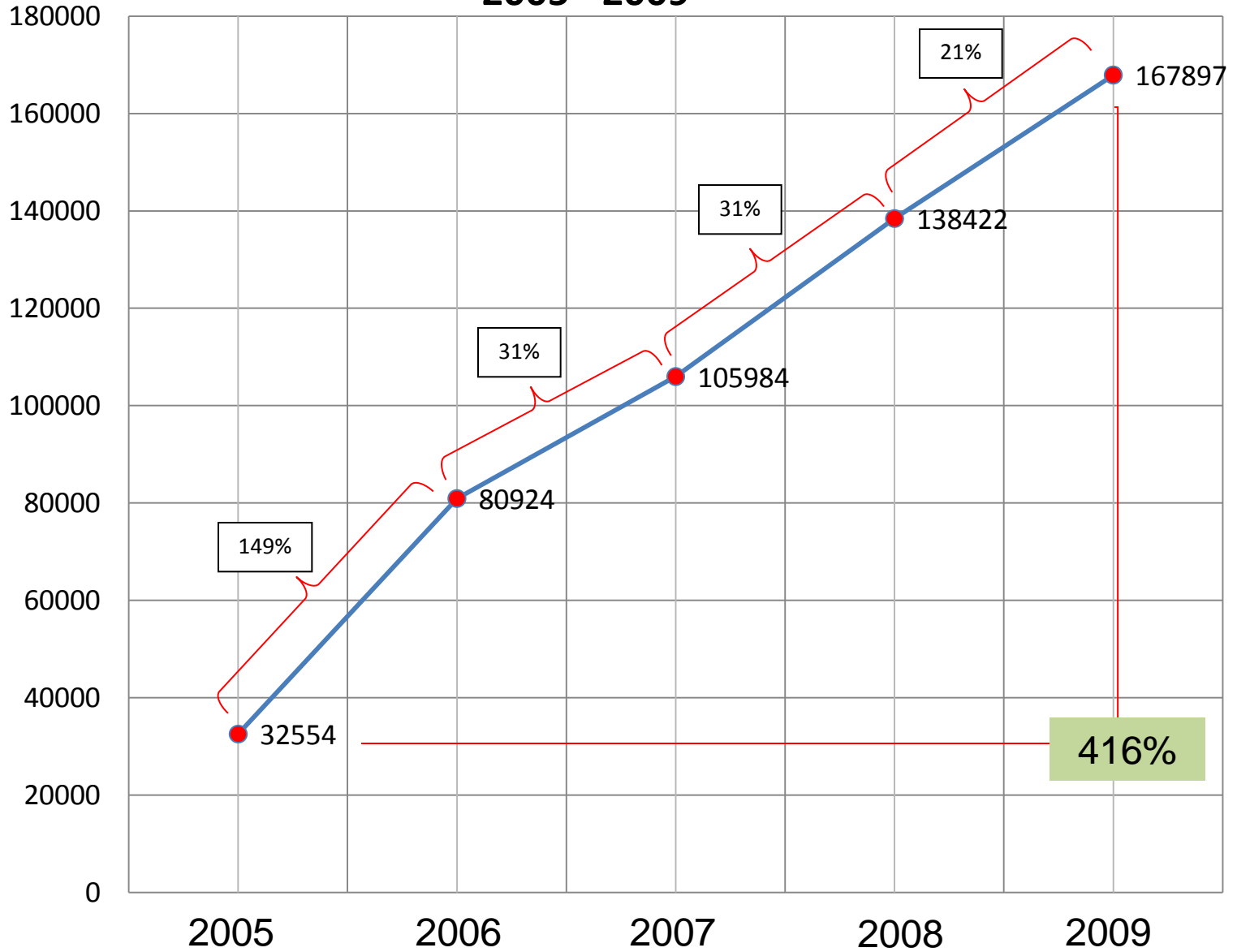
Feb — **5 Star Library**

Jan — Upgrades to library automation, End caps installed

2009

# Annual Circulation

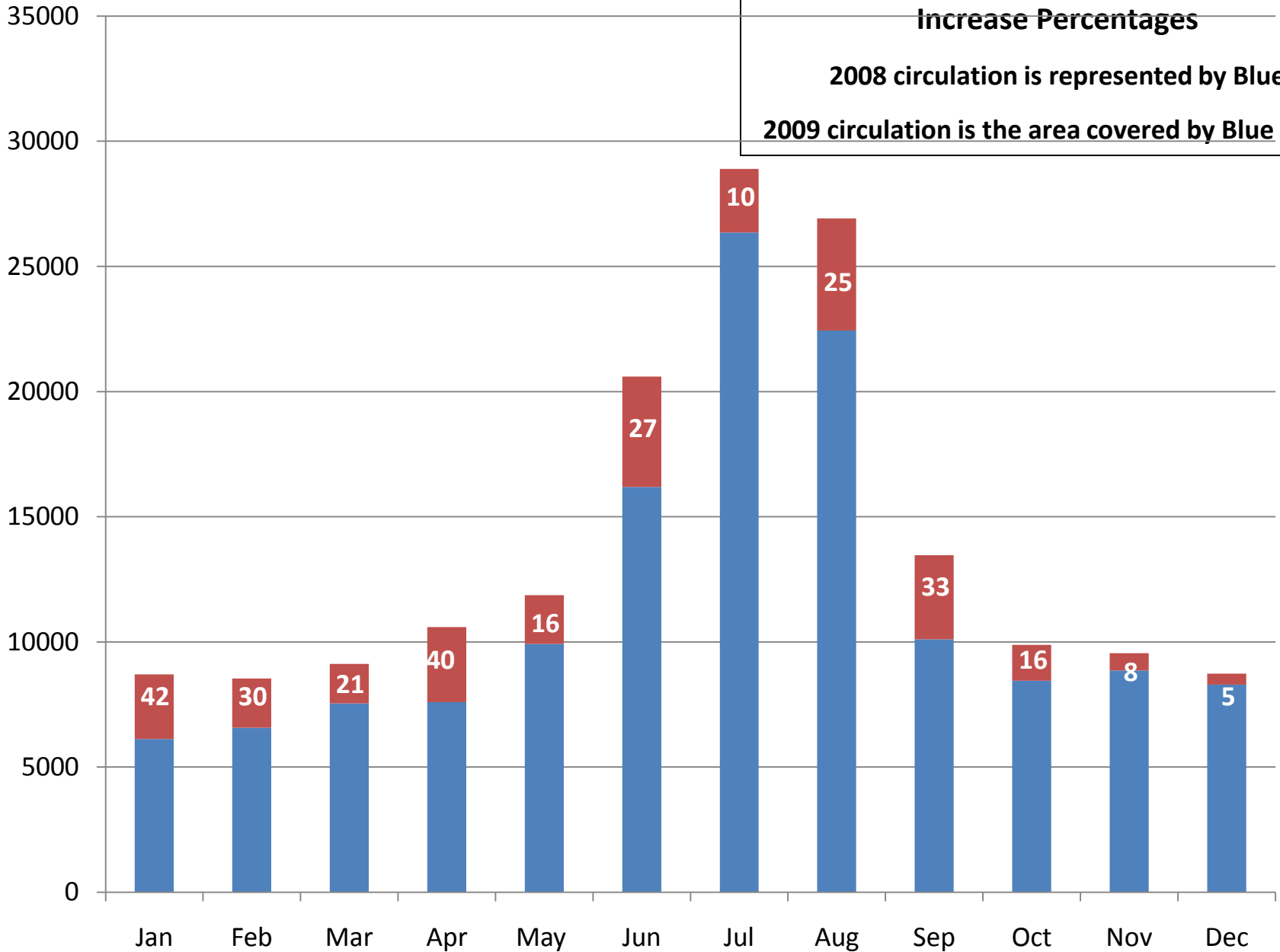
2005 - 2009



**Comparison of 2008/2009 Circulation with Increase Percentages**

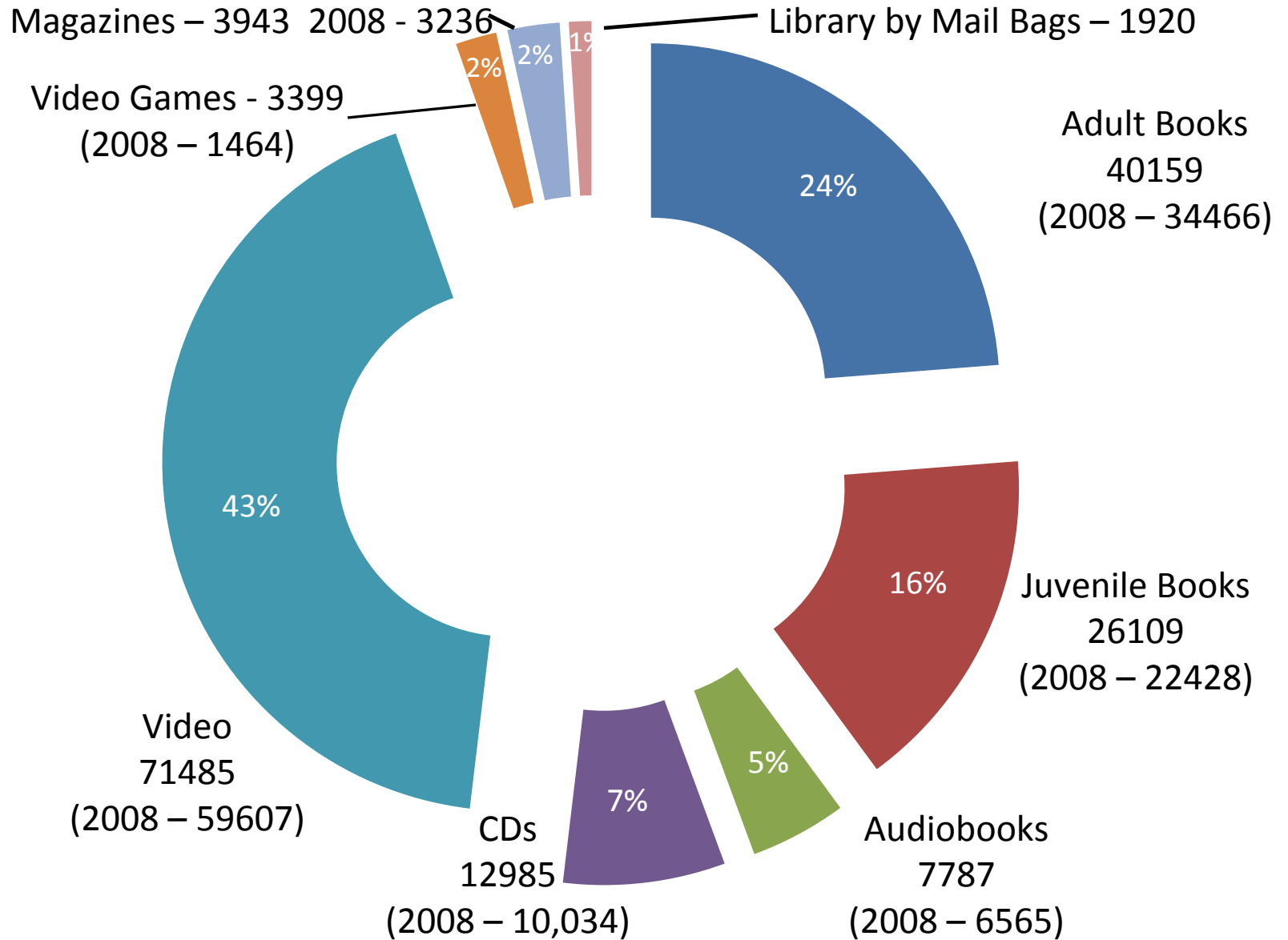
2008 circulation is represented by Blue

2009 circulation is the area covered by Blue & Red

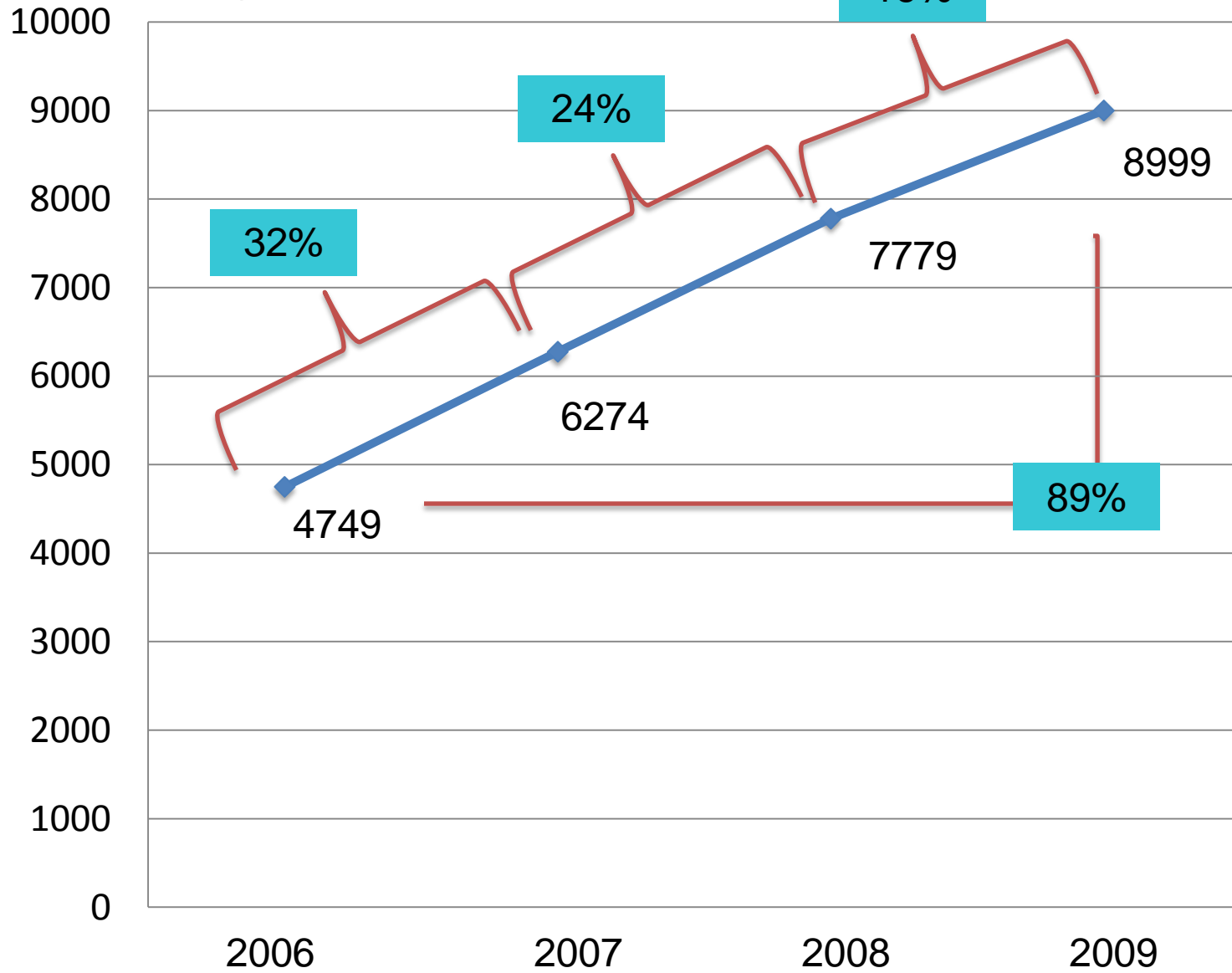


2009  
2008

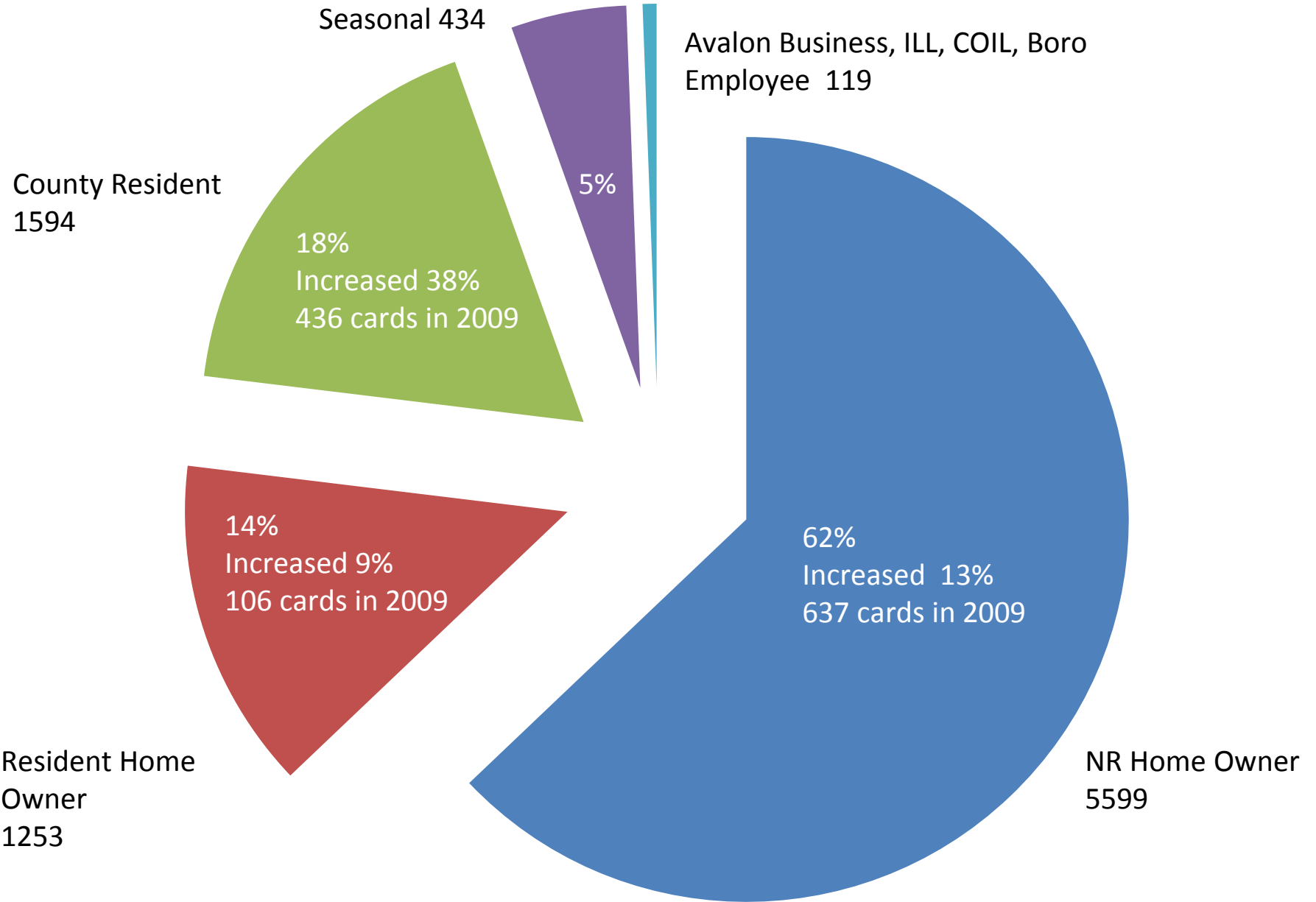
# What was checked out in 2009?



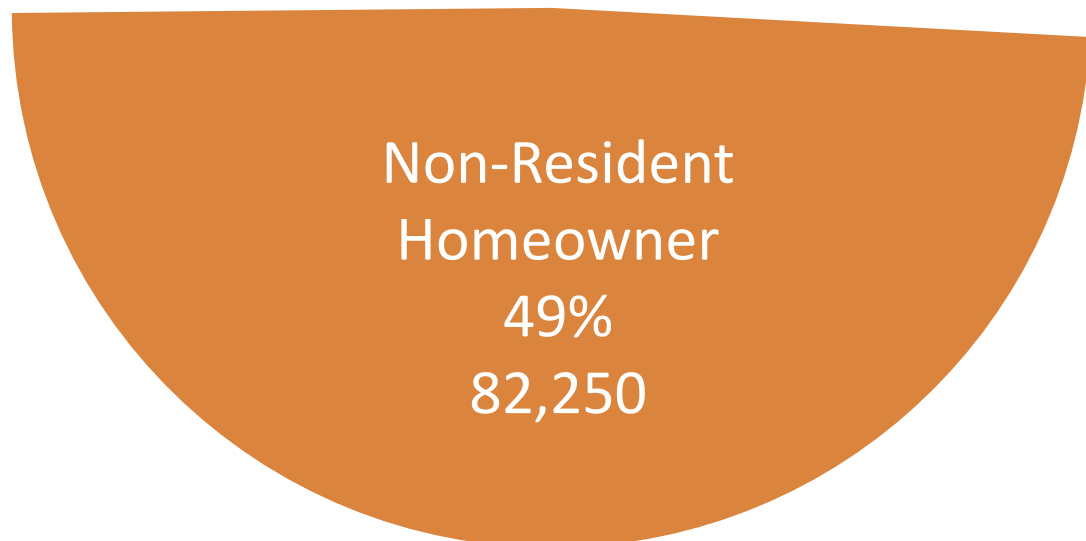
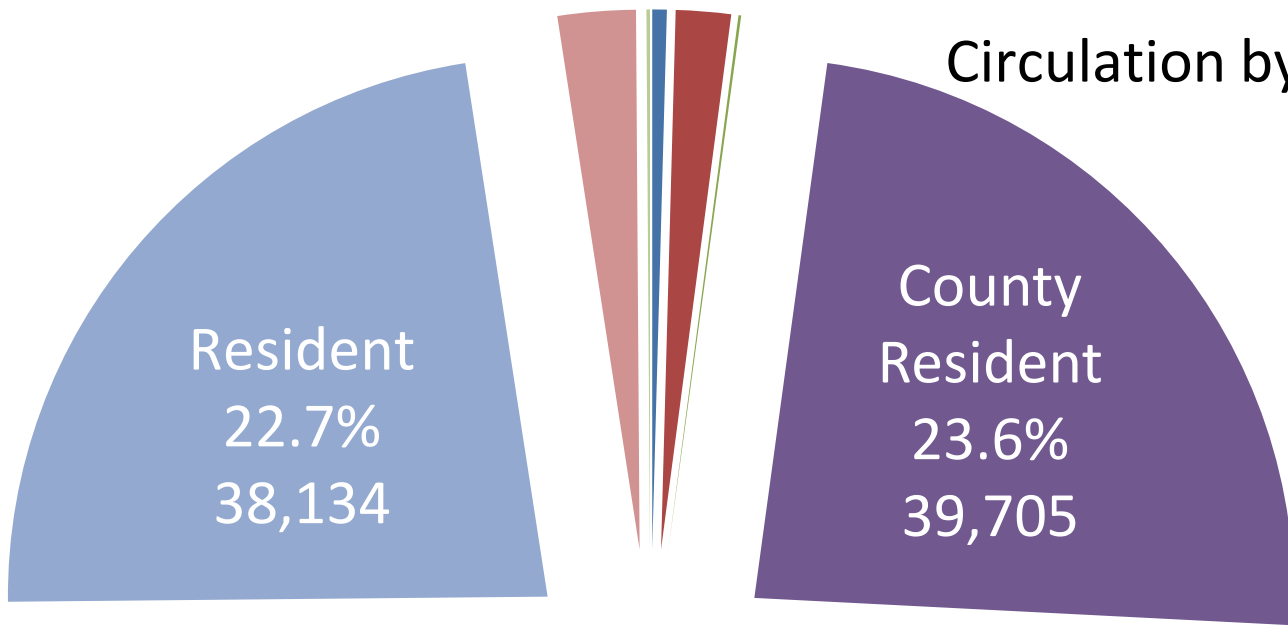
# Registered Patrons



# Geographic Breakdown by Patrons 2009

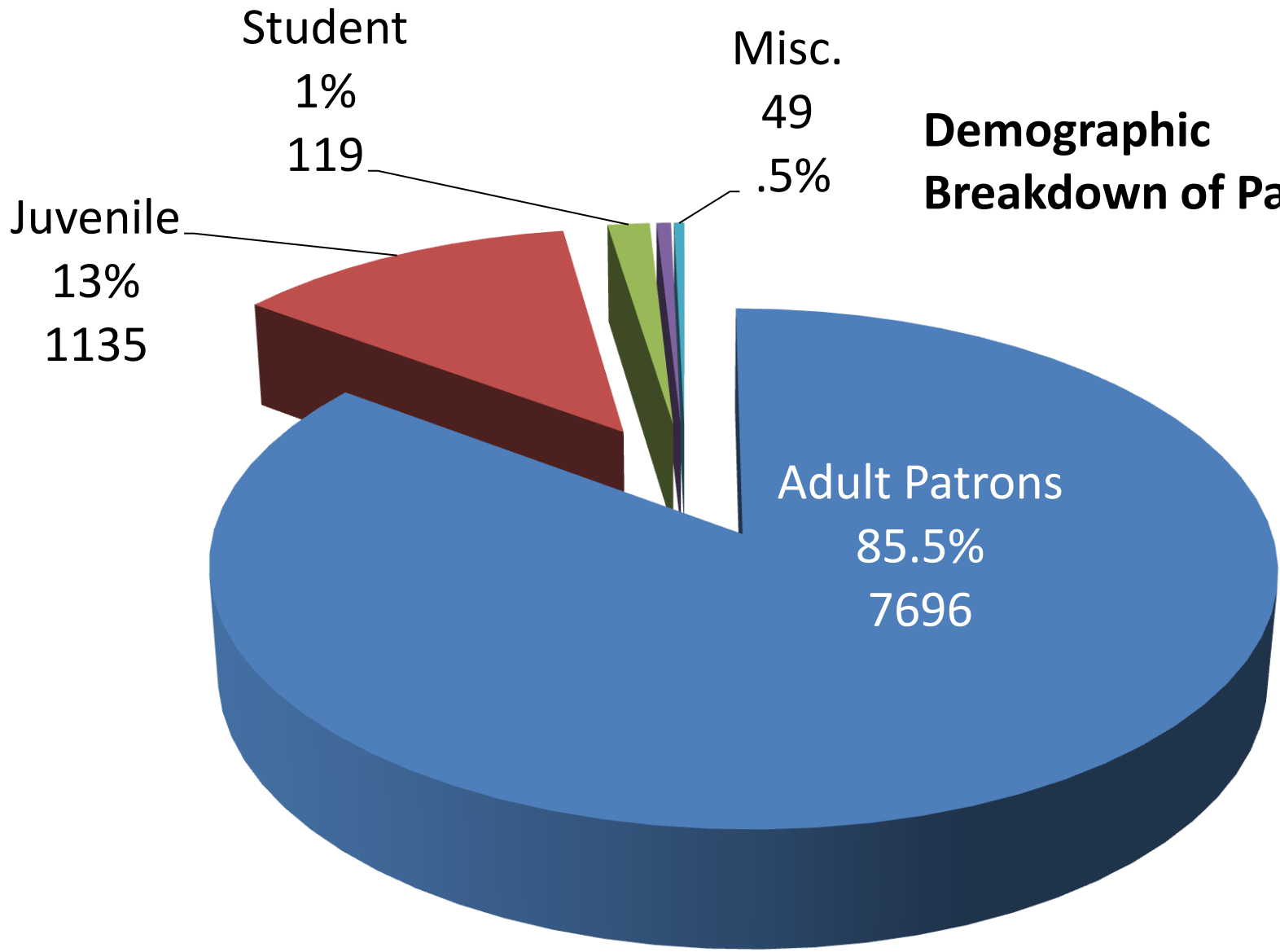


# Circulation by Patron Location



- Avalon Business
- Borough Employees
- COIL
- County Residents
- ILL
- NR Homeowner
- R Homeowner
- Seasonal Visitor
- Misc

# Demographic Breakdown of Patrons



■ Adult Patrons ■ Juvenile ■ Student ■ Staff ■ School Faculty



# Computer Use 2009

Computer Sessions: 27,984

Average session: 15 min 38 sec

Total usage time: 7320 hours (6175 in 2008)

# Strategic Plan

1. Expand library collections to meet the needs in all formats.
2. Sustain and expand the library environment that allows friendly, knowledgeable staff to provide responsive services.
3. Expand services and programs for lifelong learning from toddlers to seniors.
4. Build a broad base of support and advocacy...by improving awareness of the library...

## Transparent Language Learning Programs on Flash Drives



## Blu - Ray Video Format



## Nintendo DS Video Game Format

## Wii Rock Band series



*Expand library collections to meet needs in all formats.*

*“Sustain and expand the library environment that allows friendly, knowledgeable staff to provide responsive services.”*

In 2009, staff received 198 hours of training.

***Workshops, Classes & Webinars:***

- Computers in Libraries Conference
- Cataloguing Workshop
- Jersey Cat Workshop
- Marc Tags Basic
- Train the Trainer
- Practically Designed: Using Basic Design Principals
- Marketing With Web 2.0
- Excel Workshop
- Strategic Planning & Evaluation
- Writing for the Arts
- Arts Management
- Innovation as a Process
- Customer Service Fundamentals
- How to Deal with Unacceptable Employee Behavior
- How to Disarm and Diffuse Conflict & Confrontation
- How to Get More Organized
- Managing Your Anger

*“Sustain and expand the library environment that allows friendly, knowledgeable staff to provide responsive services.”*

-Slotted endcaps for display and signage

-2 park benches

-2 bike racks

- Patron shopping baskets



- Library at the History Center

*“Expand services and programs for lifelong learning from toddlers to seniors”*

- Outreach - Storytimes
  - Ms. Mary’s
  - Cape Regional Medical Center Early Education Center.
  
- Outreach – Supplied audiobooks for the Helen L. Diller Vacation Home for Blind Children for the summer.
  
- Tutor.Com – Online live tutoring for Elementary, High School, Junior College, Adult Learners, and Job Seekers.
  
- Provides Avalon Elementary School with curriculum enriching resources and programming
  - Collection development
  - Walnut Street Theatre Outreach performance
  - Turtle Singer – Read to Turtles program
  - Exhibition of student art work on library website

*“Expand services and programs for lifelong learning from toddlers to seniors.”*

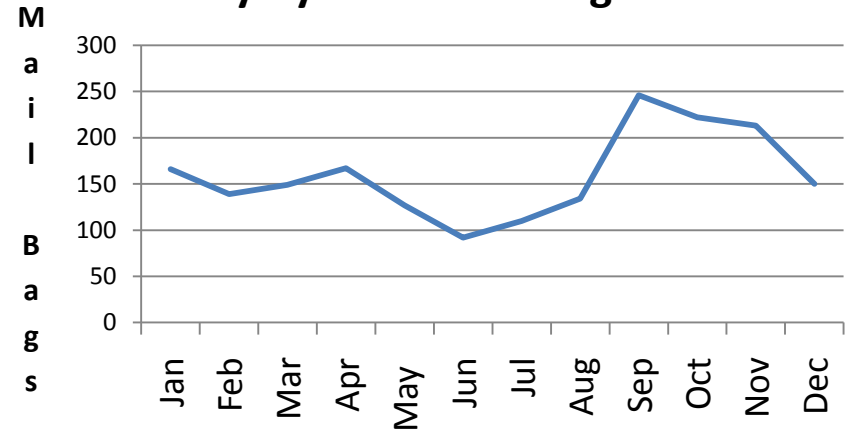
- 14,984 attended 517 library sponsored programs in 2009.  
4,919 children attend 171 children’s programs  
10,065 attended 384 adult programs



*“Expand services and programs for lifelong learning from toddlers to seniors”*



**Library By Mail: Mail Bags Sent**



- 1915 mail bags sent in 2009.
- Order directly from catalog.
- Toll free number.

*“Build a broad base of support and advocacy...by improving awareness of the library...”*



Developed The History Center's and AHLOA's websites

*“Build a broad base of support and advocacy...by improving awareness of the library...”*



**Library has table at *Community Connections, 2009* and *Aloha Annual Meeting*.**



“Build a broad base of support and advocacy...by improving awareness of the library...”

Use of Web 2.0 Technologies to Create an Online Library Community

# *Conclusion*

1. The library continues exceeded expectations with regards to circulation and patronship
2. The library continues to contribute to the cultural and intellectual life of Avalon and Cape May County through a broad range of programming and library services.
3. Through web base technology and services the library seeks to promote a virtual concept of the Avalon Community that is not limited by geography.
4. Space limitations impede current operations and restrict future development of services and resources.



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