



AVALON FREE PUBLIC LIBRARY & HISTORY CENTER REPORT

JULY 2022

Administrative

- Personnel – Administrative staff are outlining positions to fill various open full and part time vacancies. To be presented to Personnel Committee by September.
- COVID-19 – Continue to coordinate coverage, maintain required PPE and testing supplies and update policies, as needed.
- HC AC Condenser – scheduled for replacement in early August.
- Cyber Security Training – Remaining staff completed Borough mandatory training.

Strategic

Engage (Marketing, Service, Community & Staff Engagement, and Programming)

- July Events
 - Popular July events included the Broadway Revue and Thursdays at Surfside Johnny Cash concert.
 - Children's events saw a return to pre-pandemic numbers, with stand-out attendance the week after July 4th.
 - Coordinated various updates related to promotion and location updates.
- August Event Planning – coordinated details for upcoming author and Bay Atlantic Symphony events.
- Upcoming Programs – Almost all programs through January 2023 are scheduled. Details to be sent to marketing in early August. Exploring possible fall and spring author visits.
- Marketing – Expanding advertising efforts to include Google AdWords and paid social media advertising.
- National Night Out – Library and HC staff attended the annual NNO celebration.
- HC School Visit – AHC welcomed a school visit from SHES in early August.

Enhance (Library & History Center use and facilities, Collections, and Digital Resources)

- Library
 - AVES Windows Project – Working with project vendors to identify a solution for retaining the Library's existing shades during the facility's window replacement project.
 - Library Catalog – training and set up continues for the new library catalog, scheduled to launch at the end of August.
 - New resource: Novelist Select – The Library is now offering this resource to support features in the new catalog. Includes helping readers find their next favorite book and helping librarians learn more about the content their patrons are seeking.
 - New bike racks ordered, anticipated for August 2022.
 - Space Budgeting – Work on this project continues, with staff evaluating current collection sizes in high demand areas.
- History Center
 - Exhibit planning for 2023 has begun – focus will be the expansion of the Local Businesses exhibit to incorporate more of the collection, including recent acquisitions. 2023 in house programming will also focus on Local Businesses.
 - Historic Preservation - Nine new homes were entered into the historic register, with each of the home owners electing to display a plaque.
 - Hometown Heroes – Staff are working on a spreadsheet of information about current banners to be used to develop an annual book/pamphlet for distribution.

Envision (Analytics, Reporting, Long-term Planning, and Innovation)

- July 2022 Statistics Summary – On-site visits are still down vs. 2019 (29%), but physical circulation has normalized and digital circulation has remained steady, with growth in Libby and Hoopla. Additionally, the website had its highest visitation in its history.
- OWL Camera – Tested technology to explore options for lecture style hybrid programs.