

2024-2026 STRATEGIC PLAN

at a Glance



ORGANIZATION OVERVIEW

The Avalon Library on 32nd Street serves as a community hub for year-round and seasonal residents, offering a range of traditional and remote services. A 2023 survey revealed high engagement, with a significant portion of respondents utilizing the Library's offerings, in particular, property owners who do not reside in Avalon year-round. The Library's ability to cater to this patronage hinges upon its robust digital and remote offerings. Open seven days a week, the Library collaborates with various community organizations to offer a range of events in various venues.

The Avalon History Center preserves and showcases the area's rich heritage. Located on 39th Street, it offers exhibits and archives that delve into Avalon's history as a seaside resort. The Center hosts educational programs and events to engage the community with Avalon's past, ensuring its preservation and appreciation for future generations.

PLANNING PROCESS

In 2023, the Avalon Library and History Center initiated planning for a new three-year strategic plan spanning 2024-2026. The Planning Committee outlined strategies for data gathering and established a timeline for the process. Efforts included gathering data from the community, staff, and stakeholders through methods including a staff SOAR analysis, community-wide surveys, and focus group sessions. The Staff Strategic Committee, formed during previous planning efforts, continues to ensure accountability and increase staff engagement. The launch of the new plan in 2024 will prompt renewed actions and engagement for staff and the organization.

Mission

Serving Avalon, near and far, with dedication and accessibility.

Vision

Library:

Empowering every Avalon household with the key to enriching experiences – a library card.

History Center:

A lively hub for Avalon's history, where stories are shared, engaging programs thrive, and vibrant exhibits captivate.

Goals

Strengthening Community Connection

Foster deeper connections within the Avalon community by leveraging the resources and facilities of the library and history center. Promote engagement through integrated programming and outreach efforts and support a sense of belonging, learning, and collaboration.

Cultivating Culture in the Community

Position the organization as a vibrant hub of cultural exchange, education, and community engagement, offering exceptional experiences and connection among Avalon's residents.

Values & Culture

Accessibility

Ensuring equal access to diverse resources and spaces for all.

Accountability

Being responsive and responsible to the community.

Collaboration & Engagement

Active participants and contributors to community needs and interests.

Education & Enrichment

Fostering learning through diverse programs and preserving local culture.

Innovation

Embracing creativity and forward-thinking to enhance services.

Intellectual Freedom

Promoting open dialogue and free expression within a respectful environment.

Preservation

Celebrating and preserving Avalon's history and cultural heritage.

Service

Prioritizing patron satisfaction through exceptional customer service.

Teamwork

Leveraging collective strengths through collaboration and open communication.

Transparency

Prioritizing transparency in operations and decision-making processes.



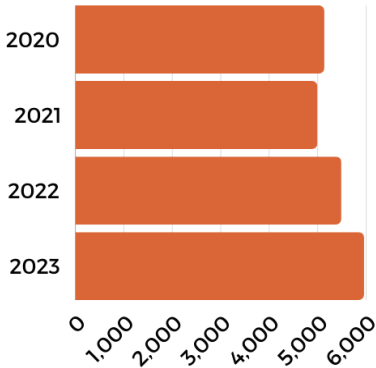
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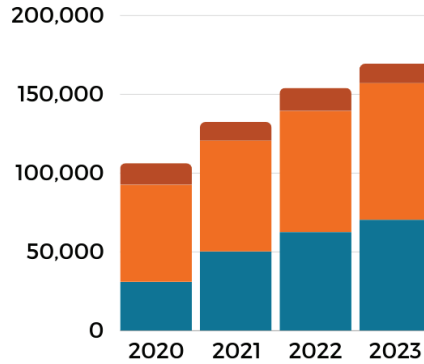


BY THE NUMBERS

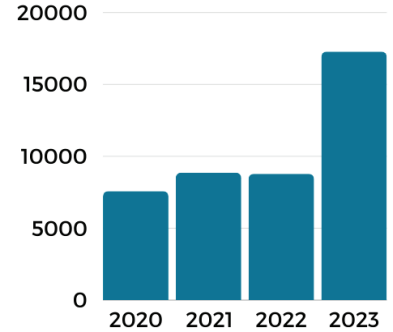
MEMBERS



ENGAGEMENT



PROGRAM ATTENDANCE

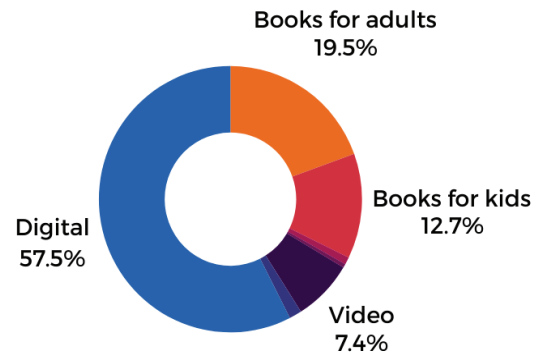


A year-end report in 2023 provided the following details:

- 5,958 total patrons
- 3,648 nonresident homeowner patrons
- 648 resident homeowner patrons

The table above measures: library visits, website visits, and WiFi use by year.

2023 BORROWING



857

2023 Planning Survey Respondents

94%

Percent of respondents who use the Library

73%

Percent of respondents who own a home in Avalon but do not live there year-round

18%

Percent of respondents who reside in Avalon year-round

62%

Percent of respondents who use the Library's digital services



MEASURES OF SUCCESS

- 1 Collection Relevance and Usage
- 2 Community Engagement
- 3 Facility Utilization and Satisfaction
- 4 Historical Engagement
- 5 Innovation and Evaluation
- 6 Partnership Development
- 7 Programming & Outreach Impact
- 8 User Experience and Visitor Engagement