

## Highlights

- YTD circulation continues to be the highest in the past five years (149,504).
- History Center Facebook engagement continues to experience significant reach - over 80,000 in October.
- As use of resources and services evolves, so have visits to the library's website – up 40% vs. 2019 access, with steady increases year to year.
- Nearly 500 pieces of candy distributed at Avalon's Trunk or Treat!

## Areas of Focus

- 2024-2026 Strategic Plan – Planning Committee met in late October to review data gathering plan and timeline for project. Administrative staff are drafting the 2023 Community survey for mail and email distribution in November. Shared results of two library surveys and staff SOAR analysis.
- 2024-2026 Capital Planning – Capital Plan presented to Building & Grounds and Finance Committees in early November. For consideration at the November meeting.
- Personnel
  - Reviewed applicants for a year-round PT Library Assistant position.
  - Prepared recommendations for Personnel Committee and Trustees for potential programming and History Center positions. Anticipated for late 2023/early 2024.
- Integrated Library System Update – All staff received training on various modules related to the new library system (circulation, cataloging, acquisitions, etc.). Launch date anticipated for November 13, 2023.
- 2024 Budget – Continued work with the Board Treasurer to prepare recommendations for the upcoming budget.
- History Center Facility – Preparing to move forward with quotes received related to this facility project.
- Potential Building Projects – Preparing for a meeting with related organizations and an architect to gauge options within current facilities.

## Strategic Goals

### *Engage (Marketing, Service, Community & Staff Engagement, and Events)*

- Events
  - Finalizing summer concert series details for 2024. Pursuing possible author and speaker events.
  - The pilot project for expanded children's activities is underway, with Thursday afternoon activities showing the best attendance.
- Marketing
  - Shifted marketing oversight and preparing a new RFP for marketing services.
  - Preparing to distribute the new digital Check It Out at the Avalon History Center newsletter.
  - Hometown Heroes booklet – new piece for distribution!
- Outreach
  - Staff participated in the Annual Trunk or Treat.

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

- Library
  - Space Needs – In advance of Capital Plan recommendations, reviewed possible space plans for 2024.
  - Outdoor porch repair closed main entrance for five days.
  - Koha - Developing procedures and new workflows for use with the new library system.
  - Library parking – New hours restrictions are anticipated for use of the library, school, and Borough parking lots in 2024.

## AVALON LIBRARY & HISTORY CENTER REPORT – October 2023

- History Center
  - Collections
    - Committee met to review items recommended for deaccession, due to not meeting current collections criteria.
    - New storage shelving installed in the collections space.

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

- Strategic Planning
  - Strategic Staff Committee reconvened. Each subcommittee will be issued an action step to pursue before the end of the year.
  - Staff SOAR Analysis – Small groups are reconvening to review the combined results from this effort in June 2023.
- Statistics Project – Revised the “Bounce Back” data previously compiled at the beginning of 2023 to include 2022 data, analyzing the percent of return to preCOVID figures.