

Highlights

- Successful launch of new integrated library system – switched to a lower cost system that affords comparable functionality.
- Various YTD metrics continue to outpace figures from the past five years – overall circulation, event attendance, and website visits.
- Over 250 patrons in attendance at the annual Story Time with Mrs. Claus event!

Areas of Focus

- 2024-2026 Strategic Plan – Drafted and distributed the 2023 Community Survey. Sent out via email and USPS mail. Initiated process for focus groups.
- Personnel – Overhauled the organization’s documentation and procedures for job posting, onboarding, and employee exit as staff were managing personnel matters related to all three functions.
 - Exit – conducted procedures related to the exit of a full-time employee from the History Center.
 - Posting – Generated and distributed job posts for recently approved openings for a FT Program Assistant and two PT Museum Assistants.
 - Onboarding – Coordinated onboarding and training documentation for the incoming PT Library Assistant approved in November.
- Integrated Library System Update – Staff migrated to the new system on November 13, 2023. The week proceeding and weeks following were largely consumed with training, system evaluation, and the documentation of new procedures. Staff are expected to meet in early December for a project analysis and debrief.
- 2024 Budget – Finalized recommendations for the annual budget, presented report to the Finance committee in early December. For consideration at the December meeting.
- History Center Facility – Phase one of the maintenance project started in early December, addressing the crawl space. Awaiting additional quote before proceeding with phase two.
- Potential Building Projects – Met with the BOE architect to better understand possible options for gaining square footage within the current library facility. Outlining possible recommendations for next steps following the information gleaned from the meeting.
- Marketing RFP 2023 – Prepared a request for proposals for marketing services, scheduled for posting in December 2023.

Strategic Goals

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

- Events
 - Spring into Summer – The Library & HC are part of a shared marketing and event initiative to combine longstanding community events with new offerings to create a range of activities to draw homeowners and visitors to Avalon in June. Programming staff have been working to develop expanded June offerings.
 - Summer 2024 – Planning continues for community partnerships, concerts, and speaker events.
 - Youth Events – using the feedback gleaned from the fall pilot program for kids’ events, programming staff have scheduled a lineup of expanded children’s activities during the winter months.
- Marketing
 - Prepared marketing for winter distribution.
 - Distributed the first all-digital edition of CIO at the Avalon History Center newsletter.
- Outreach
 - The History Center contributed a mini exhibit to the new Firehouse dedication.
 - Library and HC staff lent support to Festive Friday and Snowfest Saturday activities.

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

- Security Drills – Library and School administration met with a Public Safety representative to review details related to upcoming drills and other security matters.
- Loan Rules – In response to staff recommendations during the software migration, presenting revised loan rules to extend the loan period for certain collections and the quantities allowed to circulate from certain formats. For Board consideration in December.
- Year-End Ordering – Completed collections' ordering for the 2023 cycle.
- NJSL Talking Book and Braille Center – Staff attended a virtual workshop introducing updates to the services available to patrons who qualify for accessible reading services through TBBC. The library is a registration site for these services.
- Annual Reviews – Supervisors have initiated the annual review process for 2023.

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

- Strategic Planning
 - Strategic Staff Committee subcommittees convened. Projects and areas of focus include:
 - Libby (eBook & audiobook service) marketing
 - Free Little Libraries
 - Internal and External Wayfinding
 - Expanding Engagement with Avalon & Stone Harbor Schools
 - Program Evaluation
 - Hybrid Program Access
 - Staff SOAR Analysis – Director met with groups of staff to review the findings of the June 2023 staff SOAR Analysis and presented an overview of the upcoming strategic plan process and anticipated 2024 projects.