

Highlights

- Circulation patterns observed in 2023 continued into January 2024. Digital borrowing in January was the highest of any winter month to date, while physical circulation slightly outpaced January 2023.
- Outstanding History Center social media engagement in January – Facebook reach over 113,000!

Areas of Focus

- 2024-2026 Strategic Plan
 - In person and virtual focus groups scheduled for February 2024. Approximately 28 participants anticipated.
 - 850 Community Survey responses as of 1/31/2024.
- Personnel
 - Recording Secretary – completed posting and interview process for opening. Recommendation anticipated for February 2024.
 - PT Museum Assistant & FT Program Assistant – Prepared onboarding documentation for new hires, starting in late January and early February.
 - New employee manual shared by Borough of Avalon. Sent to attorney for review.
 - Org Chart update – personnel shift completed in January.
- History Center Facility – phase two (2nd floor) is complete. Anticipate moving forward with the final phase in February, once quoting process is complete.
- Potential Building Projects – BOE architect presented potential avenue for facility expansion. If approved, next step is a space planning process.
- Marketing RFP 2023 – RFP closed 1/18. Recommendation from Marketing Committee anticipated for February 2024.
- Summer 2024
 - Summer Surfside concert series announced at the end of January. Additional onsite concert planning.
 - Author search for 2024 continues, with leads for a variety of genres.
 - Spring into Summer – calendar to be finalized in early February.

Strategic Goals

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

- Marketing
 - Compiling event details for inclusion in the 2024 Recreation Guide.
 - Developing a new approach for library social media content.
 - Nominated for 2024 Best of Jersey Shore – voting in February.
- Annual Reviews – performance appraisals have been completed by supervisors for all staff.

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

- Capital Projects – initiated planning for a series of 2024 facility projects:
 - Updated circulation desk
 - Back-office workstation update
 - Quiet study spaces
 - Library storage
- Wi-Fi Hotspots – initiated a 2024 capital project to expand the library's wireless hotspot program to better meet demand.
- Website – upgrade anticipated for early March. No significant disruptions expected.
- Collection policies – evaluating loan policies following the recent shift to a new integrated library system.

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

- Professional Development & Training
 - Staff recently attended sensitivity training provided by the Borough of Avalon and are enrolled in upcoming cyber security training.
 - Administrative Staff attending sessions for possible staff-wide presentation in 2024.
- Staff Strategic Committee – Group meeting in January to detail findings from winter subcommittee meetings. Next up - begin planning for transition to the new strategic plan.