

Highlights

- Notable Statistics for July
 - Overdrive audiobook (2138) & eBook (4412) borrowing at an all-time high across all months.
 - Children's print books out-circulated adult print (by 4%) for the first time.
 - Highest new card signups (208) of any month since tracking started in 2015.
 - Active patron count at 6395, is the highest since October 2019.
- Popular July Events (400 + in attendance)
 - Surfside: Best of the Eagles Tribute Band
 - Community Hall (originally scheduled for Surfside): Neil Berg's 102 Years of Broadway
 - Surfside: B-Street Band, A Tribute to the Boss
 - Surfside: Tupelo Honey, A Van Morrison Celebration
 - AVES Field: Family Friday: Bubble Show
- Bookable spaces continued to be popular with nearly 200 public sessions in July. The most popular session length is 1 hour, closely followed by 2 hour sessions.

Areas of Focus

- Summer 2024
 - Events – Staff coordinating a range of events for all ages. 63 events in July, prep for another 63 in August.
 - Marketing – Surveying attendees at large events to gain understanding about their marketing sources.
- Architectural Programming – B&G Committee reviewed initial concepts and returned feedback to the architect.
- Training – two staff training efforts are underway – new software to support library and museum-specific staff training and an updated municipal training platform via the JIF. Staff are being enrolled in each platform and will be scheduled for ongoing trainings related to their duties and general employment and safety topics.
- Library Board – Anticipating the exit of a trustee in the fall, assisting with details related to filling the vacancy.

Coming Soon

- Shared Services – The current Shared Services agreement between the Library, School, and Borough is scheduled for review in 2025.
- Compensation Study – In advance of 2025 budget planning, compensation budget review to begin in August.
- Capital Planning 2025 – Working with department heads to identify new or revised capital planning needs for the upcoming three-year cycle.
- 2025 Budget – Meetings to outline the coming year's budget to begin in September.

Strategic Goals

Strengthening Community Connection (Library & History Center use and facilities, Collections, and Digital Resources)

- Facilities – Summer expands the challenge of leading events at offsite locations. Community partners are great to work with, but added logistics and volume add a unique test during summer. Identifying possible ways to reduce some of the challenges.
- Library Collections & Use – various high points in July
 - Video games at their highest figures on record, magazines continue to see strong engagement even as titles are canceled – July 2024 borrowing higher than July 2019.
 - Onsite Library visits in July only down 9% vs. July 2019. As is the case each summer, Library and Museum employees have done a wonderful job shifting to the duties required to provide service to a much high volume of users during this season.
- HC Collections
 - Collected, digitized, and rehoused artifacts into two collections: The Dee Phillips Collection and the George Gilbert collection.
 - Recorded an oral history with Dr. Russell Down.

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- Digital Resources
 - eBooks and audiobooks via Libby (formerly Overdrive) saw their highest monthly borrows on record in July.
 - Reviewing digital collections software for deployment at the HC in early 2025 to collect, manage, and display digital content.

Cultivating Culture in the Community (Marketing, Community & Staff Engagement, and Events)

- Summer Marketing – Testing more directed marketing to reach new users amid our highest volume of programs and services.
- Social Media – Engagement for both the Library and Museum returned to more typical figures after the sharp uptick in June. Reach remained strong, focus of popular posts included: Thursdays at Surfside, MidAtlantic Men, 102 Years of Broadway, Leaming House, Railroad & Dune Drive, Lifeguard Boat.
- Outreach – Recent staff outreach activities included Avalon Recreation’s Sit & Fit and National Night Out. Working with Avalon Book Club for two upcoming events.
- Program Evaluation – Revised tools used to collect program feedback.