

Highlights

- Notable Statistics for August
 - Borrowing
 - August 2024 total (physical & digital) borrowing was over 23,000 items, higher than any previous August in recent record. Physical borrowing was up 16% vs. 2023, down 12% vs. 2019.
 - Kids & Teens book borrowing was up over Aug. 2023 (32%) and Aug. 2019 (28%).
 - Tech Loans borrowing was up 250% over summer 2023 and Bakeware borrowing doubled.
 - Visits: June-August door count was up 12% vs. 2023 and down 13% vs. 2019.
 - Members: June-August saw the highest number of new cards made since tracking began in 2017. Up 14% vs. summer 2023. Overall patron base generally returned to 2019 levels (down 2% vs. August 2019).
- Popular August Events
 - Thursdays at Surfside regularly saw 800+ in attendance
 - Additional special events – MidAtlantic Men, Bay Atlantic Symphony, and Dr. Doug Tallamy
 - Notable Kids' Events – Weekly kids' events the weeks of August 5th and 19th saw particularly strong attendance. In addition, over 250 in attendance at the annual Family Event on the Friday of Labor Day weekend (hosted at Community Hall).
- Bookable Spaces – Use dropped off slightly in August, in keeping with a decline in patrons toward the end of the month. 135 public sessions booked. As with July, the most popular session length was 1 hour, closely followed by 2 hour sessions. From mid-June through the end of August, 143 users made 364 bookings, with the spaces in use over 30% of all open hours. Feedback about the spaces from users was consistently positive.

Areas of Focus

- Events & Programs – Staff coordinated 63 events for the community in August. In addition, planning for future events into 2025 is underway.
- Library Board
 - Preparing for the transition to a new Trustee.
 - An ad hoc committee was formed to review Trustee Bylaws and propose potential amendments, anticipated for September/October.
- Compensation Study – With support from the Treasurer, gathered data for annual compensation budget review.
- Capital & Facilities 2024
 - Architectural Programming – Shifted planning from exterior concepts to the interior. Awaiting initial concepts.
 - Back Office renovation – Reviewing recommended layouts for proposed office update.
 - Circulation Desk – Reviewed preliminary desk plans with circulation staff.
 - Wayfinding – Met with a local sign company to initiate process for interior library wayfinding signage.
- Capital Planning 2025 – Received initial new/revised capital project recommendations from department heads. Obtaining related quotes.
- Current Training – Library and History Center Security & Emergency training

Coming Soon

- Shared Services – The current Shared Services agreement between the Library, School, and Borough is scheduled for review in 2025.
- 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)

- Library & History Center Use – Statistical reporting shows that use was largely up or in keeping with previous years for the library and museum when comparing summer 2024 with 2023 and earlier. Borrowing, members,

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and event attendance were all strong. Staff remain focused on growth in various areas, including library and museum visits, year-round general event attendance for all ages, circulation of less used formats, and digital engagement beyond web visits and collections.

- Borrowing – Most dips in physical circulation continue to be more than made up for by growth in digital use of similar items, showing that patterns of individuals adding digital loans while also borrowing physical materials as well as growth in digitally-focused borrowers continue.
- Online Museum Pass Program – Preparing to launch a new system for museum pass loans. Staff spent spring and summer setting up the new platform, which will expand access to this collection.

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

- Outreach – Staff are working with Avalon Book Club on two upcoming events in September and October. Staff attended National Night Out in early August.
- Social Media – Library Facebook and Instagram engagement up in August vs. July 2024. Popular posts included staff book recommendations, other book focused content, and summer events. Popular HC posts included 13th Street Avalon School building and the 40th anniversary of Wawa in Avalon.
- Program Evaluation – Tested options for feedback models at large events, also working on a fall 2024 survey to gather attendee feedback and preferences to support planning for 2025.