

## Highlights

- Coordinated with Borough and Avalon School for the Amended/Revised Shared Services Agreement
- New History Center sign – HC was included on a new Borough sign at the SW corner of 39<sup>th</sup> and Dune. The aim is to increase visibility of the museum.
- Happy Noon Year – over 170 attended this annual family event on 12/31/24.

## Areas of Focus

- Building Plans – Prepared updated plans to present to AVES colleagues and Trustees to explore options for a mutually workable plan for the library site in order to move forward a building project plan for both facilities. Aim to review with Buildings and Grounds in advance of the January Board meeting. Met with members of the Avalon Historical Society to update them on the status of this effort.
- 2025 Finance & Budget – Shared draft budget with Finance Committee, coordinated associated resolutions and memos. Completed 2024 year-end financial procedures.
- Shared Services 2025 – Coordinating with AVES and BoA colleagues to address remaining details in the draft amended shared services agreement.
- Board Updates – Coordinating banking updates related to the onboarding of a new trustee officer.
- Open 2024 Capital – Awaiting delivery of back-office furniture, anticipated January 2025.
- Circulation Desk – Buildings & Grounds review of proposed plan anticipated for January 2025. Goal is to replace existing desk in 2025, incorporating an additional service point.
- Donations – the library was included as a potential source for memorial donations by the family of a longtime patron.
- Staff Development & Training
  - Annual staff appraisals completed.
  - Administrative staff attended a NJLA sponsored session providing guidance for managing First Amendment Audits in a library setting.
  - All staff are enrolled in the Borough's upcoming cyber security training.

## Strategic Goals

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

- Library & History Center Use – Membership, overall circulation, and computer use were up compared to December 2023. Onsite visits (onsite and virtual) were down compared to December 2023, but year to date visits are up.
- Selection of Current HC Projects
  - Received carriage stone from 1088 Avalon Ave., thanks to effort coordinated by Dave Coskey and supported by Public Works. Installed in front of the HC, adjacent to the gas lamp. A new interpretive sign panel including both will be in place by Memorial Day.
  - Research initiated for Spring/Summer new exhibit on Avalon's changing environment (including Cedar Island, Graven's Island, Avalon Lagoons, dune replenishment).
- Quiet Spaces – The library is preparing to launch promotion of the different public patron spaces available, including individual quiet spaces.
- Website – formed a staff committee to evaluate the organization's web presence.

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

- Marketing – Moving forward with marketing pieces into late winter 2025.
- New Service: Program Registration – launching online option for program registration. Patrons will still be able to call and visit the library to register for programs.

## AVALON LIBRARY & HISTORY CENTER REPORT – December 2024

### 2024 Physical Collections By the Numbers

Circulation **growth** has been seen in the following physical formats, going back to 2019. **In 2024 circulation was:**

- **Adult print books:** 8% up over 2023, 15% up over 2021, .23% increase over 2019
  - *Increased annually since 2021 at an avg. 10% each year.*
- **Kids and teens print books:** up 17% over 2023, up 27% over 2022, up 38% over 2019
- **Videogames:** up 11% over 2023, up 33% over 2022, up 51% over 2019
  - *Relocating this collection has helped support growth.*
- **Magazines:** up 10% over 2023, up 31% over 2022, up 18% over 2019
  - *Particularly notable since publishers have stopped or reduced many titles.*
- **Library by Mail bags:** up 28% over 2023, up 28% over 2022, up 110% over 2019
- **Museum passes:** 26% up over 2023, 86% up over 2021, 56% up over 2019
- **Discovery Kits:** .9% up over 2023, 128% up over 2021, 14% up over 2019

Declines in video, music CDs, and audiobook use has driven **decreases** in physical circulation, at different rates:

- **Videos/DVDs:** 6% down over 2023, 18% down over 2021, 60% down over 2019
  - *Circulation decreases are becoming smaller, indicating a potential stabilization.*
- **Audiobooks (audio CDs & Playaways):** 8% down over 2023, 40% down over 2021, 68% down over 2019
  - *Circulation is down significantly over 2019 but appears to be stabilizing, minimal decline vs. 2023.*
- **Music CDs:** 7% up over 2023, 5% up over 2021, 52% down over 2019
  - *After sharp declines in 2019 and 2020, small increases have been seen, potentially due to the relocation of this collection.*