

Highlights

- Met with architect to review concepts for 32nd and 39th streets.
- Coordinating hiring plans for various year-round and seasonal positions.
- Initiated comprehensive marketing plans for summer 2025.

Areas of Focus

- Building Plans – Selected an architectural firm to develop concepts to address facility needs. Coordinated meeting schedule and compiling ongoing feedback to support planning.
- Capital Update – Added ROOM study booth was received. Work on an updated circulation desk continues. Plans for a fall installation.
- New Staff Service Point – Drafted guidelines and prepared training for FT library staff to provide service at a new station at the circulation desk. Responsibilities will include a consistent person in charge as well as entry point for staff and patron questions.
- Staff Development & Training
 - Staff are scheduled to attend assorted upcoming conferences – ALA, NJLA, and Community Webs
 - A selection of staff completed CPR and AED certification.
- Personnel
 - Year-round – Reviewed applications for an open year-round PT position and completed the associated interview process.
 - Seasonal – Prepared hiring for three PT seasonal positions.
- Summer Marketing – Summer 2025 events are mostly finalized, and the initial wave of marketing pieces were initiated in March. Including assorted outreach pieces, signage, posters, banners, and publications. Next area of focus includes comprehensive program marketing pieces – Summer Guide, Kids' Summer Guide, etc.
 - New for 2025! – CMC Herald insert and History Center postcard mailer

Admin

- Audit 2024 – Onsite portion completed 3/12. Audit received, for consideration at April meeting.
- Return of Surplus Application – Majority of components have been drafted. Finance Committee is scheduled to meet in late April to review.
- Social Media & Cell Phones – Organization practices updated to align with Borough social media and work cell phone use policies. In addition, updated photo/recording release form drafted for staff and patron use.

Strategic Goals

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

- Selection of Current History Center Projects
 - Staff began expanding biography information in the People section of PastPerfect, including obituaries.
 - 2025 exhibit has been changed to local business signs in the former Brendan Borek exhibit area.
 - 2026 exhibit will be Avalon's Changing Environment. Work on that continues through spring 2026.
 - Final copy for addition of Marion Armacost & Myrtle Moore and daughter Virginia Lou Ditzler finalized and sent for publication.
- Kanopy – The organization saw the highest Kanopy views of all time, making total streaming video borrows nearly double the best month of 2024.

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

- Spring into Summer – This community-wide initiative returns for 2025 with a more focused line up of events throughout the month of June.
- Summer Authors – Four bestselling authors will take the stage in Avalon this summer – David Grann, Taylor Jenkins Reid, Jo Piazza, and Doug Tallamy.

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- Summer Concerts – In addition to support of the Thursday Concerts, the organization is hosting a range of special concerts geared toward a range of community members including Bay Atlantic Symphony, Bachelors of Broadway, Fearless – A Taylor Swift Experience, and more!
- Upcoming Resource Promotion: Avalon History Center – The HC will receive the same push Kanopy did Jan-April. Staff will work to grow community awareness of the History Center May-August 2025, promoting the museum and its resources through a focused efforts, using variety of channels.