

### Areas of Focus

- **Building Project** – Advancing the potential facility project with the Board of Education, vendors, and stakeholders; developing public information materials.
- **Summer 2026** – Events lineup complete; marketing and publications in production.
- **Personnel** – Coordinating application process for seasonal positions, recommendations anticipated May.
- **Strategic Plan 2027-2029** – Initiated staff data gathering with a SOAR Analysis; seeking a consultant to support focus groups.
- **20th Anniversary** – Commemorating the Library's grand opening in 2006 with a special tote bag giveaway planned for Memorial Day weekend.

### Strategic Goals

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

- **Building Project**
  - Coordinated with members of the Avalon Board of Education and presented to the full Board at their May meeting; a letter of support to proceed with next steps is anticipated.
  - Coordinated with vendors supporting preliminary and exploratory planning efforts.
  - Developed materials for the community information component of this process.
  - Updated stakeholders on project status.
- **Policies** – Drafted and revised various organizational policies, including a redrafted Collection Development Policy, for Board review in May. Updates anticipated in future months include a revised Library Handbook and an Artificial Intelligence Policy.
- **Resource Promotion** – Preparing to launch the next featured resource – Museum Passes. NYT Games concluded in April, with this initiative growing the user base by 30%.
- **Technology & Website** – New History Center website soft-launch planned for June 1, featuring access to online archives, historic photos, and online exhibits in one location.
- **Lab Furniture** – Reviewing options to update tables and chairs in the library lab.
- **Little Free Library** – The 5th and final Avalon Little Free Library will be placed at Armacost Park in 2026.

#### *Strengthening Community Connection – History Center Initiatives*

- **Living History Museum** – Presented a Living History Museum program with Stone Harbor Elementary School 4th graders. The students did an exceptional job researching and presenting 7MI historical figures and artifacts.
- **Walking Tour** – Completed a new self-guided walking tour of the blocks between the History Center and the Library.
- **New Exhibit Research** – Began research on the individuals who built Avalon for an upcoming exhibit.

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- **Historical Society Newsletter** – Prepared the annual AHS newsletter, with a focus on the Leahy sign initiative and the historic marker program.
- **Exhibit Panels** – Panels for *Avalon and its Environment* and *Notable Women of Avalon* updates are in production.
- **Staff Development** – Staff attended the April meeting of the NJ League of Historical Societies.

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

- **Summer 2026** – Coordinated marketing details for various summer and annual publications; materials in production. Assisted the Borough Recreation Department with a special summer event – a presentation of the Declaration of Independence.
- **Spring into Summer 2026** – Coordinated meetings for Avalon's Spring into Summer initiative; prepared event details and marketing needs.
- **Strategic Plan 2027-2029** – Initiated data gathering with a staff SOAR Analysis. Working to secure a consultant to support upcoming community focus groups.
- **Staff Strategic Committees** – Committees met in April to advance initiatives:
  - *Marketing & Program Evaluation* – Reviewed advertising opportunities and discussed survey options for large events.
  - *Arts in Avalon* – Held initial committee meeting; began organizing information about local arts organizations and initiatives.
- **Community Partnerships** – Coordinated prizes for Avalon Elementary School graduates recognizing reading and history achievement.
- **Hometown Heroes** – Coordinated with Borough partners to update details for the veteran's banner program and associated booklet.