



Avalon Free Public Library & History Center Report April 2017

Administrative

- Provided annual address to Borough Council, reviewing major accomplishments by the Library and History Center in 2016.
- Working to resolve issues related to the History Center network. The organization's network representative has toured the facility and is drafting a plan for the space.
- Received a proof of loss statement related to the fall 2016 maintenance issue.
- Personnel
 - Library assistant Monica Perez resigned at the end of April 2017.
 - Working with the Personnel Committee to identify solutions for staffing needs.
 - Evaluated summer coverage needs, posted ads for three seasonal positions:
 - PT Program Assistant (1)
 - PT Library Assistant (1)
 - PT Computer Aide (2-3)

Strategic

Goal 1 – Inspire the Community to Read, Learn, and Grow.

(Library use, collection development, analytics, digital outreach, & technological literacy)

- Organized a SWOT analysis with Library, History Center, and Avalon Elementary School staff to help guide the new strategic plan. Data gathered will be shared with the planning committee in May 2017.
- Executed a survey campaign for the new strategic plan - currently 368 responses
- Working on a 2016 status report for the 2016-2018 strategic plan and drafting the new technology plan.
- Designed concepts for the new computer lab and drafted a budget and proposal for the project.
- Finished porch signage project.
- Received training from the NJ Talking Book and Braille Center concerning the BARD and BARD Express service.
- New equipment
 - Staff copier (capital plan L1704)
 - Refurbished EnvisionWare scanner (replacement at no cost)
- New resources
 - Zinio (to replace Flipster as our downloadable magazine service)
 - Qello (a unique app that provides access to thousands of music and concert recordings)

Goal 2 – Provide Exemplary Customer Service.

- Held all-staff customer service in-service training with presenter from ACCC, focusing on positive communication and proactive approach to the customer experience.
- Drafted a personnel questionnaire for staff to complete at the in-service training to help us manage and motivate staff with more individual focus.
- Met one-on-one with staff to review the details of the compensation study and report.

Goal 3 – Foster an Awareness of Avalon's Past.

- Rebecca High (Emma Highfield's niece) visited the History Center.

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- Reached out to Kit Vernon, once an Avalon resident & descendant of Charles Bond & indirect descendant of Joseph Wells. Mr. Vernon provided information & photographs of both Bond & Wells.
- Completed all new exhibits and sent text for design.
- Pursued patron research request on the following topics:
 - Year Sue Keen was crowned Miss Avalon (1963)
 - Info. on property at 128, 21st St. in preparation for Historic Places application

Collections Committee recommends acquisition of items donated by the following:

- Mimi Haggerty
 - Large framed print from Golden Inn. Shows Avalon fishing pier.
- Susan Rhoads
 - 1920's bathing suit, from family home in Avalon.
- Elaine Scattergood
 - 1 x poster on board – Save Avalon Dunes, with photo by Leon Wilk
 - 1 framed collage – Save Avalon Dunes – demo against Utz house
- Avalon EMS – via Kevin Scarpa
 - Wooden back board used by Avalon EMT's

Goal 4 – Promote Engagement with AFPLHC.

- HC working on Spring/Summer Newsletter.
- Outlined Kids' Mini-Camp programs.
- Drafted questions for Trivia Night.
- Received draft contract for Bay Atlantic Symphony Concerts.
- Attended AHLOA Community Connections to share information about Library and History Center services and events.
- Library Director spoke with the Avalon Civic Club in April to provide an overview of Library resources and upcoming events and programs.
- Worked with 7MP to provide copy/edits for various publications including:
 - Kids Summer Guide
 - Summer Guide
 - Library Welcome Guide
 - AFPLHC PowerPoints
- Expanding the Library's museum pass program with the inclusion of new locations, including the NASW Aviation Museum.
- Participating in the town-wide Yard Sale in May.