



Avalon Free Public Library & History Center Report August 2017

Administrative

- Addressing various personnel items related to hiring and staffing changes.
 - PT Library Assistant
 - FT Digital Outreach Associate
- Evaluated changes to summer staffing and volunteers.
- Installation of new public Wi-Fi at HC completed.
- Upgrade to Library Wi-Fi completed.
- Revised approach to the new strategic plan with a goal to streamline the process.
- Revised performance appraisal process. Drafted a new annual appraisal document. Made the process more interactive with a goal to focus on ongoing staff development and evaluation.
- Firming up revisions to the 2018 capital plan and outlining plans for 2020.

Strategic

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

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

- Reviewing OverDrive use and spending to identify new trends.
- Drafted a Membership and Borrowing Policy, evaluating other organization policies.
- Moving forward with site planning for the new library website.

Goal 2 – Provide Exemplary Customer Service.

- Established fall staff training program. Staff have selected courses from Webjunction to explore professional development opportunities.

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

- Historic Preservation Committee approved applications for “Historic Register” status. Plaques ordered.
- Collections Committee recommends the following donations for acquisition:
 - Marget Bluefeld – St. John’s-By-The-Sea historical notes pamphlet.
 - Robert Cobb on behalf of uncle Norman Cobb – Slides, photos of Avalon, etc. Slides of 1950’s & ’60’s Avalon, inc. storm, SH v Avalon football, baby parade, boat parade, TI Bridge. 1980’s Avalon Hotel. Photos of 1944 storm in Avalon. Copy of 1893 indenture between Avalon Beach Improvement Co. & Peermont Methodist Episcopal Church.
 - Sue Keen – “Special Officer” police shield, of Harry A. Rhodes.
 - Robert & Diane Bieri – W. Wallace Smith pencil sketch in frame, dated July 10th, 1955.
 - Lynn Schwartz – 3 x Beach Tags (2014, 2015, 2016 Avalon beach tags)
 - Anna & Mitch Shiles – Galvanized steel water canister, w hose & pump (fire extinguisher)
 - Regina Polsenberg via Carol MacFeat – Avalon Players playbills & original score
 - Michele Petrucci – 8 x Beach Tags (3 x 2016 Holiday Beach Tags in presentation boxes, 2 x 2015 Holiday Beach Tags, 3 x 2014 Seasonal Beach Tags)
- Provided guided tour of HC to Upper Township Historical Society.
- Began outreach for 2018 Avalon Players reunion.

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Goal 4 – Promote Engagement with AFPLHC.

- HC submitted Avalon content for Herald's 50th Anniversary issue.
- Set up at tables/display at annual AHOLA membership meeting, 8/12.
- The August Bay Atlantic Symphony performance was well received and had a strong turnout.
- Setup info/giveaway table at Herald Community Day at CMC park, 8/26.
- Worked with 7MP to revise the eNewsletter, including featuring a new community event each month.
- Coordinated with Avalon & Stone Harbor Schools' media specialist to offer a variety of afterschool programming throughout the year for students from both schools.
- Began using a new program evaluation tool.
- Reviewing major author programming for 2018. Exploring options.
- Summer Reading program wrap up:
 - 184 signed up
 - 976 books logged
 - 3,391 total kids program attendance