



Avalon Free Public Library & History Center Report December 2017

Administrative

- Completed the hiring process for the open Library Assistant position.
- Outlined elements for the new Disaster Plan.

Strategic

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

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

- Strategic planning – Submitted draft plan to the Planning Committee – meeting in mid-January to discuss next steps.
- Stacks website – Begun design phase of the project. Also, editing and evaluating site content.
- Library blog design has been updated. The most viewed post in 2017 was the Daniel Silva Author Visit announcement.
- The Interlibrary Loan delivery service we receive via LibraryLinkNJ is being updated. Revisions are expected to improve service to our patrons and efficiency for staff.

Goal 2 – Provide Exemplary Customer Service.

- Following inquiries from patrons via our Library survey, we are planning to increase promotion of Rosetta Stone, a language learning service available to our patrons via the NJ State Library. We will continue to promote our inhouse Mango Languages service and review usage of both tools throughout the year.

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

- Liaised with Dean family, Borough officials, and media regarding potential preservation of 254 6th St.
- Planned for Avalon history-based school-wide assembly at Avalon Elementary School, scheduled for February 15.
- Director scheduled to speak at January 13 AHLOA meeting.
- Pursued information requests:
 - Sea Lark Motel
 - Modern Townsend’s Inlet bridge

Goal 4 – Promote Engagement with AFPLHC.

- Drafted and opened a request for proposals for marketing services. Proposals to be opened and read on January 24, 2018 at 1pm. Anticipate awarding a contract at the February 2018 Board meeting.
- Evaluating potential authors for summer 2018 Author Series.
- Drafted program schedule for summer.