



Avalon Free Public Library & History Center Report April 2018

Administrative

- **Staffing** – Currently reviewing applications for open seasonal and year-round positions.
 - 3 Seasonal Assistants
 - Seasonal Program Aide
 - FT Circulation Coordinator
 - PT Program Assistant
 - PT Youth Services Librarian
- **HVAC Project** – Working with the Borough of Avalon to identify possible HVAC funding solutions.
- **Disaster Plan and Security** – Began meeting with staff to review security priorities and organize plans for staff discussion and training.
- **History Center Addition** – pursuing fee estimates for architectural services.

Strategic

Increase Use (Library & History Center use, Collection Development, Programming, Analytics)

- **Website** – A selection of April statistics show:
 - Site users increased for this time period by 607 users.
 - Sessions increased by 1,142 and page views increased by 4,541.
 - The majority of our users are located in the South Jersey/Philadelphia area, are more female than male, and primarily over the age of 45.
 - We have nearly reached a 50/50 split between users accessing via desktop vs. mobile, with the large majority of mobile users (nearly 80%) using Apple devices.
 - Most users find us through organic search or direct links to the site.
- **Monthly Resource** – NewsBank – The April resource promotion was NewsBank, an online service that provide access to 1,000s of national and regional newspapers, including *The Philadelphia Inquirer*.
- **Museum Pass Program** – Chris Pidgeon has been working to expand our museum pass program in time for summer 2018. We anticipate growing from 4 passes to 8-10 total museums offered. New facilities include: Independence Seaport Museum, Museum of the American Revolution, and the Garden State Discovery Museum.
- **Teen Programming Summer 2018** – Planning to expand program offerings for teens this summer. Currently have technology, art/building, craft, and book-based programming planned.
- **Historic Collection** – the Collections Committee recommends acquisition of the following:
 - 03/29/2018 - Marie Hood
 - “Mack & Mabel” Avalon Players playbill, 1975
 - Phillips Exxon 1992 calendar
 - 04/11/2018 - Bruce Tell, Stone Harbor Museum
 - Large aerial photo of 74th - 78th Streets
 - Large aerial photo of 74th St. & downwards
 - 04/13/2018 - Martha Wright
 - Avalon Vol. Rescue patch
 - April 2018 - Ed & Barbara Natale
 - 2017 color photo of Sealark B&B

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- Advertising card of Sealark B&B
- Copy of 1997 Sea Lark B&B newspaper article
- Photocopy of 2017 color photo of Sealark B&B
- Photocopy of 1946 photo, maybe William Pancoast (owner in 1940's)
- Photocopy of Margaret Oakley in 1931
- Misc. supporting material on Sealark B&B
- April 2018 - Jack & Mimi Donlevie
 - Loose leaf sheet music from Avalon Players production "Avalon: Still Cool"
- 04/30/2018 - Martha Wright
 - Dark blue Avalon Fire Dept. jacket with - "New Jersey State Fire College, Division of N.J. State Safety Council" patch. Once belonged to William Phillips of 221 56th St., Avalon.

Spread Awareness (Marketing, Service, and Community Engagement)

- **Special Summer Events** – The Library will be providing free tickets for the planned large-scale author and symphony events. A schedule for ticket pick up and a phone line for questions has been established, with extensive marketing to follow in May and June.
- **Reusable Bags** – The Library is working with 7MP to pursue transitioning from disposable to full reusable bags for library patrons. The goal is to identify a bag made of recycled materials.
- **Press Kit tool** – a rack card, targeted at authors, agents, and publicists as a tool to encourage them to book programs at AFPL, is under development. Staff and volunteers may distribute the rack card at industry events.
- **Community Connections** – Erin Brown & Nina Ranalli represented the organization at AHLOA's annual Community Connections event on April 14, and distributed information including summer program information.
- **Oral History Project** – History Center distributed 10+ invitations to participate in the Oral History project, targeting community members that grew up in Avalon from the 1960s onward.
- **Historic Preservation Initiative** – completed research on six local historic homes, including determining "built" date, at County Clerk's office.

Foster Innovation (Digital Outreach, Technological Literacy, Innovation, Staff Engagement)

- **Computers in Libraries Conference** – Shannon Nagle and Sean Farrell represented the Library at this year's Computers in Libraries conference in Washington D.C. They brought back a number of ideas we look forward to evaluating with the Special Technology Committee and potentially implementing. Highlights included seeing how other libraries are offering the latest tools and technology as well as learning from early adopters what worked and what didn't.
- **Tech Help Station** – Our new tech help station has been in place for nearly a month and has been working well for staff and patrons.
- **Roku Loans** – The Library will soon be circulating Rokus, a streaming device for TVs. They have been preloaded with a variety of library and free apps.
- **All Staff In-Service** – Moving Forward Together – Library staff participated in a teamwork focused in-service on May 9 with a goal of working together to achieve organizational success.