



# Avalon Free Public Library & History Center Report December 2018

## Administrative

- **HC Addition** – awaiting draft plans from architect.
- **HC Facilities** – received recommendations from Coastal Environmental.
- **Disaster/Emergency Planning & Preparedness**
  - Share911 – Continue to review the service with the Library's attorney to identify the best option for implementation.
  - Crisis Communications Guidelines – NR and SN drafted guidelines to be included in the forthcoming Emergency Operating Plan.
- **Library Policies and Manual** – Began reviewing library policies and the employee manual with a focus on revision and updates to better complement the Borough manual and reflect current practices. Will be an ongoing focus in winter/spring 2019.

## Strategic

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

- **Summer 2019** – With a focus on the Borough Recreation Guide and an advance release of the Library Summer Guide, the programming department has been focused on summer 2019. Summer is the department's biggest focus – in 2018 we hosted 200 programs attended by 8,000 patrons June through August.
- **Bay Atlantic Symphony** – Have finalized programs for two summer 2019 symphony performances.
- **Family Programming Update** – Our offseason kids and family events continue to be popular, with nearly 120 in attendance for our Happy Noon Year celebration.

### Spread Awareness (Marketing, Service, and Community Engagement)

- **Tri-Annual Mailer** – Feb – May mailer is designed & nearly ready for distribution.
- **Summer Publicity** – readying information for inclusion in Borough Recreation Guide & Chamber's Vacation Guide.
- **Video Marketing** – Strategic Planning subcommittee to focus on production of videos to promote Library programs and services.
- **HC Exhibits** – began exhibit development for summer 2019.

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

- **Comcast Fiber** – Work has begun on the Comcast Fiber project, switchover anticipated for early February.
- **Network Audit** – The Library has entered our initial phase of our network security audit.
- **Computer Lab Renovation** – AV project install anticipated for mid-January.
- **LibraryLinkNJ DO-IT Workshop** – SN attended this day long workshop focused on improving inclusion for at the library through programming, services, and resource-sharing.
- **Library Journal LibraryCon** – Various staff members attended parts of this day-long webinar outlining ideas and recommendations for hosting a Comic Con style event at the Library or in the Community.