



# AVALON FREE PUBLIC LIBRARY & HISTORY CENTER REPORT

## NOVEMBER 2020

### Administrative

- COVID-19
  - Managed details related to internal positive cases.
  - Addressed associate personnel/staffing matters.
  - Revised onsite COVID-19 protocol for staff.
  - Developed new remote work assignments for PT staff.
- Capital Plan 2020
  - Children's Room shelving: Selected furniture and finishes for the Children's Library project. Install anticipated early 2021.
  - Window Treatments: Order new shades to match/supplement existing fixtures. Install anticipated early 2021.
- Budget 2021: Met with Finance Committee to review 2021 budget.
- Replaced minisplit unit in Library server closet.

### Strategic

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

- November 2020 Library Use: Library visitation less than half of November 2019 but circulation is up by 15% due to dramatic growth in digital circulation.
- November 2020 History Center Use: Onsite access on par with 2019, strong growth in virtual access due to increased YouTube engagement.
- Holiday hours 2020: Both facilities will close on Christmas Eve, Christmas Day, and New Year's Day. Closing early at 1pm on New Year's Eve.
- Strategic Planning
  - Planning Survey: Sent 2020 Planning Survey via mail and email sent to Avalon property owners and Library email list. Revised format for mailed version.
  - Staff SWOT Analysis: Coordinated small group sessions with staff to identify areas of focus for 2021-23.
- Programming 2021: Initiated planning/brainstorming for programming and events in 2021. Identifying a variety of options to allow for flexible planning until more definite parameters are set.
- Library by Mail
  - Completed migration to new return mail service, able to provide Avalon property owners with prepaid labels to return items via USPS.
  - Finalizing set up of our new mail meter to streamline Library Mail services and administrative tasks.
- History Center
  - Installed the final exhibit for 2020 – "Last Call at 36<sup>th</sup> and Ocean," remembering the Black Eagle, Gallagher's, and Jack's Place.

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

- Winter Newsletter: Distributed Winter 2020 Library newsletter to Avalon property owners.
- Winter Tidings: Distributed Winter 2020 Tidings to Historical Society members and History Center visitors.
- Book Bike: Updated library graphics and branding on Book Bike.

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

- Museum Collections Management: Migrated to a cloud solution for collection management, providing remote access to the collection database.
- Remote Access: Testing a new remote computer access tool provided by Jersey Connect.