



### Administrative

- Personnel
  - Bonita celebrated 5 years as a FT member of the Library and History Center staff.
  - Evaluated current staffing needs and began planning for summer 2021.
- COVID-19
  - Maintaining the same level of services set in July 2020. Open 7 days/week.
  - Providing regional COVID-19 vaccine updates via the website.
- Capital 2020
  - Shades install moved to February 2021.
  - Children's room furniture project tentatively scheduled for late March 2021.
- Capital 2021: HC began phase one of their digital initiatives project.
- Emergency Plan: Refreshing the draft emergency plan with input drawn from the experience of working through the pandemic. Putting together a timeframe for an adapted version of the plan for the History Center.
- JIF Training: Staff participated in various online joint insurance fund training sessions.

### Strategic

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

- January 2021 Library Use: Patterns seen in fall 2020 continue - Library visitation half of same month last year but circulation is up due to the continued growth in digital circulation.
- AV Borrowing: Decline in physical borrowing has been reported regularly over the past year. This is mostly attributed to a decline in use of AV items, specifically DVDs, CDs, audiobooks, and games. This decline predates the pandemic, but escalated over the past year. As patrons adopt streaming and downloadable replacements for these physical items, decline is likely to continue.
- Strategic Planning
  - Planning Survey: Received over 1,130 responses to the 2020 Planning Survey via mail and online. A mail issue delayed delivery of a number of mail surveys, so the response window was extended.
  - Focus Groups: A follow up request for focus group participants yielded enough respondents for a series of virtual meetings to be held in February.
- Programming
  - 2021 Program Survey: Reviewing feedback from respondents to our recent program survey. Especially useful feedback for timing and format, as well as general and detailed program suggestions.
  - March and April Programs: Expanded virtual program offerings scheduled for March and April. Details to be mailed to all property owners via postcard and shared with the email list.
  - Summer 2021: Shifting program topics for adults, teens, and kids to focus on content that is responsive and not easily obtained elsewhere for free.
- History Center: HC Virtual Events continue to have a very strong following. January programs included a well-attended lecture, virtual exhibit opening, and interactive tea time.

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

- RFP for Marketing Services: Completed meeting and review/selection process for a marketing firm, pending Board approval, February 2021.
- Marketing Schedule: Have officially shifted from a four-month cycle to a two-month marketing cycle for programs and news to allow for more flexibility. We anticipate keeping this schedule through August 2021, if not longer.
- Hugh's News: HC Virtual exhibits and current Library resources featured in the February 2021 edition.

## AVALON FREE PUBLIC LIBRARY & HISTORY CENTER REPORT – January 2021

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

- New Resource: The Library will soon be offering CreativeBug, to provide our patrons with an option for high-quality video arts and crafts classes.