



AVALON FREE PUBLIC LIBRARY & HISTORY CENTER REPORT

March 2021

Administrative

- Personnel
 - Bill Mengel, History Center Interpreter, left his position after nearly 5 years of service to the HC.
 - Submitting proposals for seasonal and year-round employment in advance of summer 2021, positions pending Board approval.
 - Addressed various items related to employee personnel matters.
 - Revised procedures as needed due to COVID-19 protocol changes.
- Hours & Capacity
 - Expanded capacity and time limits at both facilities April 1.
 - Anticipate expanding Library hours on May 1. (M-F 10-7, S&S 10-5)
 - Considering temporary change to hours at HC, due to staffing. If approved, regular hours would resume once the opening is filled.
- Capital 2020 - All 2020 Capital Projects have been completed.
 - Children's room furniture was installed and the room reopened April 3.
 - Shades installed March 2021.

Strategic

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

- Borrowing: Circulation continues to be up over previous year figures, due to digital growth.
- Strategic Planning
 - 2021-2023 Plan drafted and presented to Trustees, pending approval.
 - Planning Survey: Responding to feedback provided in the 2020 survey.
- Summer Programming
 - May/June 2021 Programs announced. Planning for July/August will be finalized in May.
 - 2021 Virtual Author Series: Authors in Conversation
 - Summer Reading online site setup is underway.
- New Cultural Passes: National Constitution Center and Woodford Cedar Run Wildlife Refuge
- History Center
 - Avalon Pier Exhibit completed, anticipated for early May.
 - Summer 2021 virtual events set, including Trivia Night, and a series of lectures coordinating on Tuesday evenings with the First United Methodist Church of Avalon's annual Chautauqua series.
 - Entries for the Historical Society's Annual Photography Contest will be accepted May 18-29.

Spread Awareness (Marketing, Service, and Community Engagement)

- Prepared copy and details for upcoming marketing and supplies.
 - May/June Programs
 - Summer mailer
 - History Center Tidings
 - Library & HC facility signage, bags, and outreach incentives

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

- Google Arts & Culture: The History Center's Virtual Museum launched three new exhibits in March.
 - <https://artsandculture.google.com/partner/the-avalon-history-center>
- Digital Outreach: Two recent video outreach initiatives have seen a successful reach:
 - Avalon Then & Now: https://www.youtube.com/watch?v=TFg44yBTS_c
 - This Month at the Library: <https://www.youtube.com/watch?v=ek0q5mMpReg>
- Planning and Data Gathering: Acquired a new subscription service to support patron and internal data research.
- IUG Virtual Conference: The Assistant Director attended the annual IUG Conference for library system training.