



# AVALON FREE PUBLIC LIBRARY & HISTORY CENTER REPORT

October 2021

## *Administrative*

- Personnel
  - Completed onboarding for a new On Call Library/HC Assistant.
  - Posted openings for PT Museum Assistant and PT Business Assistant.
  - Interviewed applicants for the Collection Development Librarian position.
  - Coordinated business office duties.
- COVID-19: Managing details related to Executive Order 253. Maintaining required supplies. Evaluating plans to expand services.
- 2022 Budgeting: Preparing recommendations for next year's annual budget, for consideration in December.
- Monthly Staff Security & Emergency Training: Staff participated in the 5<sup>th</sup> session for annual training: bomb threats, suspicious packages, and vandalism. Also met with AVES to identify ways to improve communication between facilities in emergency situations.
- Return of Funds: The State Librarian approved the library's application to return funds to the municipality.
- NJ State Aid – The Library received its annual aid payment from the State of NJ.

## *Strategic*

### **Engage (Marketing, Service, Community & Staff Engagement, and Programming)**

- Programs
  - Majority of October programs were held in person. Some events are beginning to see increased engagement (lectures) while others (story time) may require reformatting as patron use evolves.
  - Planning for summer 2022 has begun for both adult and youth departments.
  - The library is sponsoring family entertainment for Festive Friday and Snowfest Saturday.
  - Participating in Festival of Trees with a library wreath.
  - New program format option – offsite events. In addition to offsite events at Borough locations, the library now has an agreement that supports scheduling events at offsite locations in the Borough.
  - Trunk or Treat – Staff had the chance to connect with hundreds at the Borough's annual event. This year's theme was the Railroad in Avalon, coordinated by the HC, led by Kelly McCorristin.
- Marketing
  - Prepared copy and details for upcoming marketing pieces, proofed publications.
  - November & December event marketing initiated with postcard mailed to property owners. Additional marketing via flyers, social media, email, and website also scheduled.
- History Center
  - New CIO HC Newsletter anticipated for late November 2021.
  - Tidings has been sent to the Avalon Historical Society for their review.

### **Enhance (Library & History Center use and facilities, Collections, and Digital Resources)**

- Library
  - Approved final drawings for new Beach Books shelving.
  - Reorganized business office workstations and files.
- History Center
  - HC Building Project – Final meeting in advance of construction documents anticipated for mid-November.
  - HC Website – Met to identify changes to improve navigation of the site.
  - Advantage Archive – Approved 2<sup>nd</sup> round of materials for digitization – including historic maps.

### **Envision (Analytics, Reporting, Long-term Planning, and Innovation)**

- Library use – Using heatmaps to analyze visitation to develop recommendations for upcoming offseason hours.
- Program Evaluation – Staff increasing their use of program evaluation tools to gather more feedback from attendees.