



LIBRARY PATRONS

TOTAL **6,059** / 6,085
 Resident **758** / 797
 Nonresident **3,675** / 3,612
 County **1,447** / 1,489
 Seasonal **35** / 30
 Other **144** / 157
 NEW PATRONS **30** / 35

Maintaining overall patron base.
 Small decline in resident cards
 offset by larger increase in
 nonresident property owner cards.

20% increase in circulation
 over Jan 2018 – due to a 45%
 increase in digital circ, thanks
 to OverDrive, Kanopy, &
 YouTube.

LIBRARY COLLECTIONS

Circulation **11,231** / 9,344
 Physical **4,801** / 4,992
 Digital **6,430** / 4,410
 Acquisitions **600** / 875
 Print **310** / 663
 AV **39** / 42
 Digital **236** / 170



LIBRARY & HC PROGRAMMING

Adult programs **28** / 33
 Children's programs **15** / 14
 Attendance **659** / 587



Increase over Jan 2018 program
 attendance.



HISTORY CENTER OBJECTS

Cataloged **26** / 92
 Digitized **57** / 55

Printing/Wi-Fi are
 up/maintained.
 Facebook reach is up.

TECHNOLOGY

PC use **134** / 362
 Wi-Fi use **1,829** / 1,984
 Printing **1,279** / 907
 Library Facebook Reach **13,290** / 9,178
 HC Facebook Reach **18,933** / 6,029



VISITS

Library **4,156** / 3,962
 History Center **56** / 24

Library and History Center visits up
 over Jan 2018.

Check it Out!

Review of the Avalon Library's 2018-2020 Strategic Plan JANUARY 2019

MEASURES OF SUCCESS



Strong positive ratio of property owners : card holders.

Maintained overall patron base throughout 2018. As of Jan 2019:
5,739 properties / 4,433 property owner card holders



Circulation (print and digital), program attendance, and visitation increased/maintained, in keeping with rate of active card holders.

Digital circulation, program attendance, and visitation are all up over the previous year. Working to reverse the decrease in physical circulation by introducing new collections and expanding circulation of new materials.



High engagement in History Center initiatives, judged through visitation, program attendance, object donations, and Historical Society activity.

January History Center visitation doubled from 2018.



Increased digital engagement, both Library and History Center.

Website use, Facebook reach, and access to remote programs and services are all showing a strong increase.



Staff retention and positive morale.

Staff professional development attendance tripled in 2018. Staff are engaged in both day to day activities as well as participate in long term planning through the Strategic Planning, Technology Strategy, and Collection Development Committees.