



Avalon Free Public Library & History Center Report February 2017

Administrative

- Met with Planning Committee to begin processes for revision of Strategic Plan.
- Assisted library auditors by providing records and documentation for the annual audit.
- Welcomed a new employee, Monica Perez.
- EB attended director's training at the NJ State Library.

Strategic

Goal 1 – Inspire the Community to Read, Learn, and Grow.

(Library use, collection development, analytics, digital outreach, & technological literacy)

- Completed the NJ State Library State Aid Report.
- Organized monthly collection initiatives. February's Blind Date with a Book - 30 participants.

Goal 2 – Provide Exemplary Customer Service.

- Received compensation report from Exude; developed recommendations for specific staff salaries and other personnel policies.
- Began developing a new framework for performance appraisals.

Goal 3 – Foster an Awareness of Avalon's Past.

- Developed and hosted Railroad presentation.
- Church Lectures set for:
 - June 20 – Father Barron – Chapel
 - July 18 – open / Episcopal Church
 - August 8 – Wells Memorial
 - August 15 – Methodist Church
- Purchased slide viewer/scanner and began digitizing slides already in collection.
- Pursued patron research request on the following topics:
 - Avalon properties on the National Register of Historic Places
 - Info & photos of Methodist Church
- 1940s exhibit digitized and placed on website.
- Collections Committee recommends acquisition of items donated by the following:
 - Carol MacFeat: "Avalon Gems" cheerleading uniform

Goal 4 – Promote Engagement with AFPLHC.

- Provided summer calendar for inclusion in Chamber's Vacation Guide.
- Revamped New Homeowner postcard.
- Coordinating summer promotional items for beach tags bags and other distributions.
- Participating in County-wide celebration of Cape May County's 325th anniversary.
 - Contributed History Center information for publication in a brochure featuring all County museums.
 - Developed content for a poster summarizing Avalon's history, with a few key photos. County is producing these for all towns.