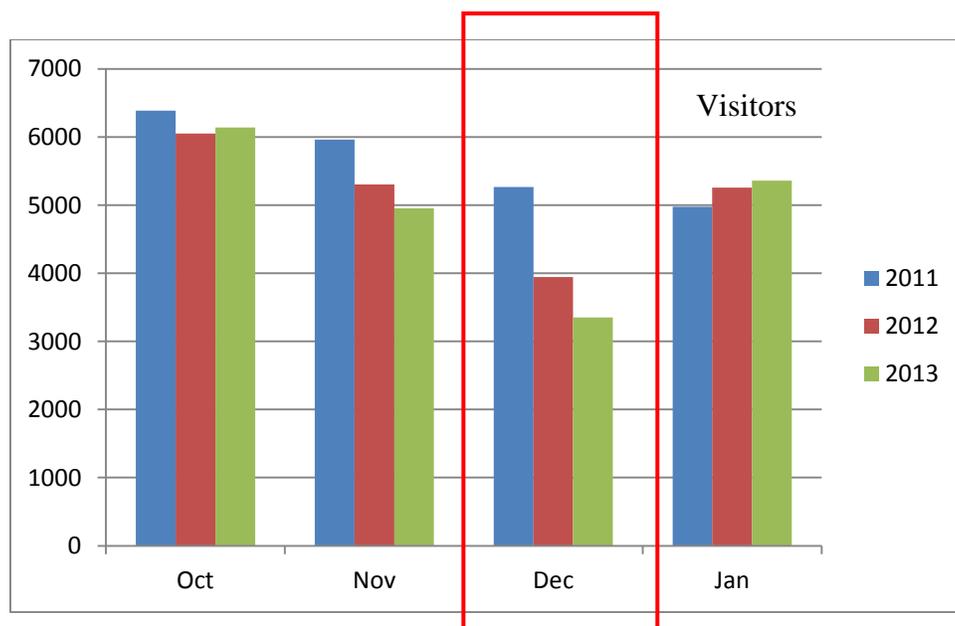
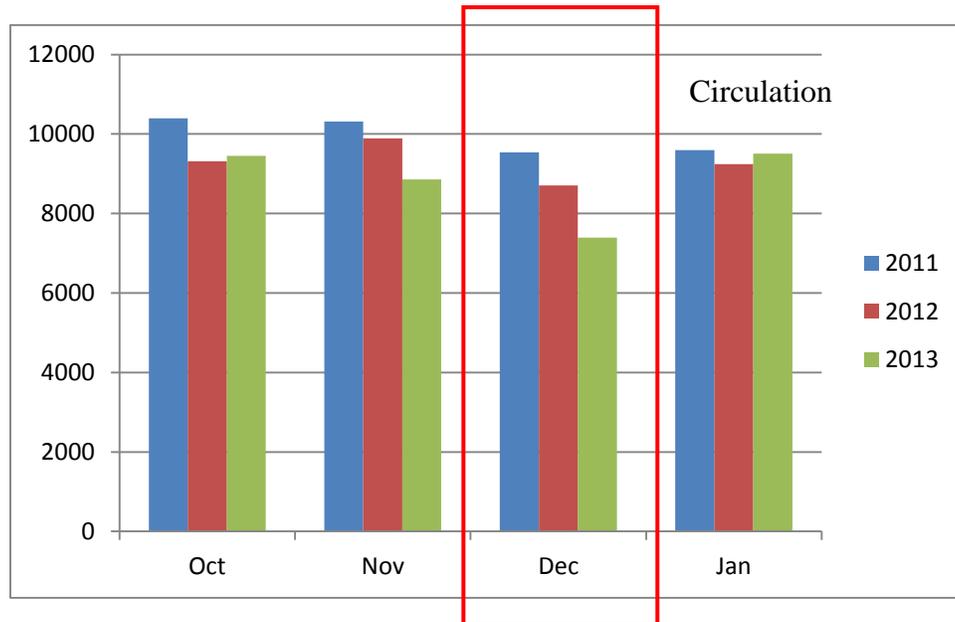


Avalon Free Public Library Director's Report – December, 2013

December's circulation (7396) decreased by 16.5% from November (8858), and decreased by 15% from this time last year (8710). By the end of December, the library circulated 149,877 items for the year, an 7.6% decrease from the same period last year (162,231).



Visits to the library in December (3351) decreased by 32% from November (4954) and declined by 15% from this time last year (3946). By the end the end of the year, there were 93637 visits to the library, a 6% decrease from 2012 (99556).

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The **new library website** was launched in November. The site is built on a robust content management system called Dot Net Nuke (DNN). Staff members can easily delete, add and organize content on the website without web programming skills. The site is modular which enables new features and capabilities to be added without extensive development. The site is also responsive to mobile devices. Pages adapt to the screen size and shape without any additional programming. The website was built by JSE Computers.

The library sponsors children's holiday craft workshop and concert for Festive Friday. 17 children participated in the craft while approximately 300 people enjoyed the holiday music presented by the Cumberland County Community College Orchestra.



Public Works mounted our new bulletin board and remounted the Founders plaque in the foyer.



New Beach Reads revolving bookcase is installed in the foyer



Roxio Creator, media editing software package was added to public terminals. Patrons can now edit photos, videos and music files.

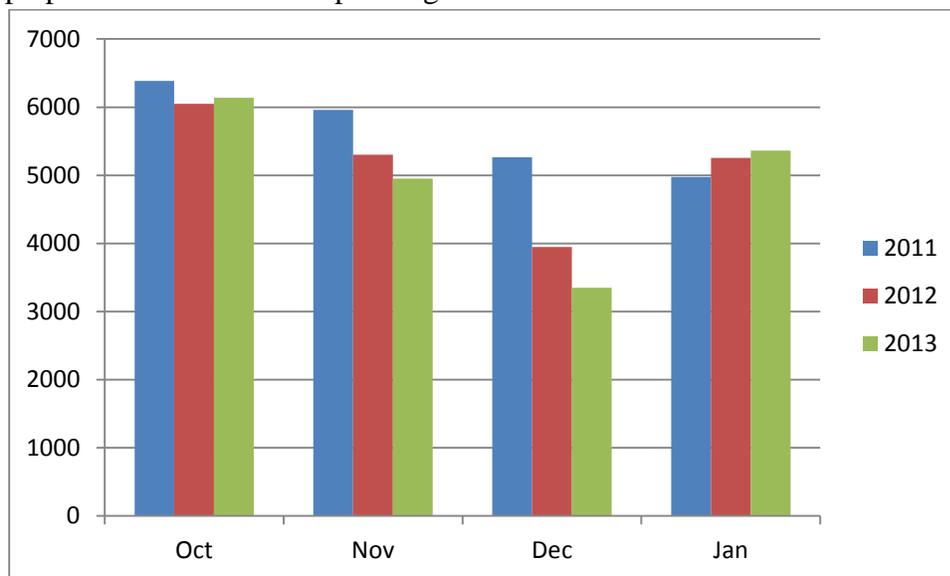
Library participates in the 2013 Cape May County Community Disabilities Awareness Day held at the Avalon Elementary school on November 16. Helping to staff the library's table was Adam Szczepaniak, Director of the State Library's Talking Book and Braille Center. We showcased services, equipment and media available through the library for individuals, who, as a result of accident, disability or disease cannot read a standard book. This is the 3rd year the library has participated in this event.

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The library is now conducting a **job search for a FT Senior Library Technology Assistant**. The position is designed to support the development of the library's social media campaign, help manage our website, develop instructional content for our website and assist in the routine maintenance of the library's network. The deadline for applications is 5pm, December 13. The position was advertised in the Cape May County Herald, Press of Atlantic City and on our website, Facebook and Twitter pages.

The Friend's sponsored Mural Project for the Children's Room is getting underway. A series of meetings with Deb Ney (school library / media specialist), Jacki Farina (art teacher) and Valerie Peirson (mural artist) has resulted in the development of a list of outcomes and activities anticipated by the involvement of the school's Career Education in the Art's class;

- Students will come to understand how art evolves from a client's requirements to the completed work by the artist.
- Students will develop a theme within the context of Sea / Shore with fanciful elements which will encourage children to read.
- Students will research any imagery and concepts being considered to insure that these elements are accurate.
- Students will document the progress of this project through photography, videos, blogs and/or social media.
- Students will provide sketches of various elements of the mural and develop a conceptual scheme of how these elements relate to each other. The artist will critique these ideas and incorporate some into the mural,
- Students will come to understand the physical steps related to the final execution of the project from the preparation of the wall to painting.



Timeline:

- An overview of the project will be presented to the students on Dec 11. They will meet the client (Norman Gluckman representing the Friends) and learn the history of the mural project, as well as the client requirements for the artwork. Students will be introduced to the artist who will talk about her

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background, show the students her portfolio, and discuss along with Mrs. Farina, the process and expectations of student involvement. Brain storming will begin.

- December 18 – Brain storming
- January – Wednesdays – Design phase – interaction among students, art teacher and artist
- February – Execution phase
- Early March – Completion – Unveiling / Reception

The Avalon Yacht Club (AYC) board has given the library permission to digitize the AYC yearbooks.

The project, a collaboration between the library and Rutgers's New Jersey Digital Highway, will result in digital copies of the yearbook starting in the late 1940's being available on the New Jersey Digital Highway website. The library will be working with Commodore Gerry Cullen to try to make the collection as complete as possible for scanning purposes.