

# Avalon Free Public Library Director's Report – August, 2016

## Summer Statistics - Programming

This summer (June, July, August), the library sponsored 175 program sessions, a decline of 10 from the previous year. Total summer program attendance was 7638, a 4% or 308 individuals increase from 2015.

Programming 2015	Jun	July	Aug	Total
Children	13	24	21	58
Children Attendance	817	1327	1181	3325
Adult	30	59	38	127
Adult Attendance	394	2585	1026	4005
Total Programs	43	83	59	185
Total Attendance	1211	3912	2207	7330

Programming 2016	Jun	July	Aug	Total
Children	10	19	21	50
Children Attendance	690	947	546	2183
Adult	25	64	36	125
Adult Attendance	1988	2531	936	5455
Total Programs	35	83	57	175
Total Attendance	2678	3478	1482	7638

	Children		Adult		Total Programs	Total Attend
	# Prog	Attend	# Prog	Attend		
2014	48	3055	132	3227	180	6282
2015	58	3325	127	4005	185	7330
2016	50	2183	125	5455	175	7638

This marginal increase in total attendance was driven primarily by the open house in June when 1088 people were counted as attending that activity. July saw a drop in attendance of 11%, while August attendance fell by 33% or 725 attendees from the previous year. Factors associated with this decline were the cancellation of several storytime sessions due to health issues, and programming conflicts on Thursday nights.

There were 50 children's programs (down 8 from 2015) which were attended by 2,183 individuals (34% decrease from 2015). Adult programming had 125 sessions (decrease of 2 from the previous year) with 5,455 individuals (36% increase from 2015).

## Summer Statistics – Visitors

	June	July	August	Total
2014	10116	17450	14850	42416
2015	10905	18120	17500	46525
2016	12511	17963	15880	46354

There were 46,354 visits to the library this summer which approximates last year's number of visits (46,525). June saw a 15% increase in attendance primarily driven by the library's open house. July approximated last year's visits, while August's total declined by 9% from the previous year.

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## Summer Statistics – Circulation

Circ	Adult Book	Juv Book	Audio Books	Music CDs	Video	Video Games	Periodical	Mail Bag	Tablets	eBooks	eAudio Books	eMusic	eVideo	eZine	You Tube	Misc	Total	Physical Collection	Virtual Collection
2014	15387	13127	2440	2494	20655	1124	1785	550	14	2897	623	739	168	450	N/A	12	62465	57588	4877
2015	15791	12303	2298	1993	20013	960	1582	597	186	3922	960	1692	394	736	413	161	64001	55723	8117
2016	16470	11122	2006	1455	19066	687	1769	455	258	5243	1210	6105	382	955	444	122	67749	53410	14339

Total circulation during the summer was 67,749, a 6% increase from the previous summer (64,001). However, as reported before, increasing circulation of the Virtual Collection is masking decreasing use of the Physical Collection. Use of the Physical Collection was 79% (53,410 items) of total circulation this summer. This represents a decline of 4% from the previous year. Virtual circulation accounted for 14,339 items or 21% of total circulation. Virtual circulation has increased by 77% from the previous year.

## Summer Statistics – Patron Cards

In order to get a clearer picture of how many active library accounts there were, expired cards were no longer included were no longer part of the overall patron count. In the past accounts were purged if they had not been renewed in a year after expiration. As a result there was a dramatic drop in reported library accounts between 2015 and 2016. However, current statistics provide a better picture of the library's patron base.

Two factors to the growth of the patron base are retention of patrons and creation of new accounts. Unfortunately, current reporting reflects the interaction of both these factors. Future reporting should strive to include retention rate as an important indicator.

During the 2016 summer season patron base grew by 7% or 470 patrons as opposed to the previous year's season of 2% growth rate or 230 patrons.

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	Non Res Homeowner	Res Homeowner	County	Seasonal	Avalon Business	Boro Employee	COIL	Total	Seasonal +/-	% Seasonal +/-
Jun-13	5623	1219	2428	221	111	100	38	9740	242	2%
Jul-13	5727	1228	2450	240	114	100	39	9898		
Aug-13	5780	1229	2462	258	114	100	39	9982		
% Tot Patrons	58%	12%	25%	3%	1%	1%	0%			
Jun-14	5820	1291	2551	271	123	104	42	10202	purge database	
Jul-14	5327	1178	2231	265	105	88	38	9232		
Aug-14	5387	1178	2262	262	104	89	38	9320		
% Tot Patrons	58%	13%	24%	3%	1%	1%	0%			
Jun-15	5558	1194	2429	119	114	96	46	9556	230	2%
Jul-15	5646	1200	2466	108	124	97	47	9688		
Aug-15	5705	1196	2497	120	124	97	47	9786		
% Tot Patrons	58%	12%	26%	1%	1%	1%	0%			
									purge database	
Jun-16	3868	856	1567	55	48	81	38	6513	470	7%
Jul-16	4017	872	1620	95	50	85	38	6777		
Aug-16	4132	883	1650	141	51	88	38	6983		
% Tot Patrons	59%	13%	24%	2%	1%	1%	1%			

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Expired Cards Renewed		
Jun-16	131	95 non-res, 4 res, 23 county, 9 seasonal,
Jul-16	103	76 non-res, 4 res, 20 county, 3 seasonal
Aug-16	71	43 non-res, 4 res, 10 county, 14 seasonal
Total	305	214 non-res, 12 res, 53 county, 26 seasonal

## Personnel

Tara Carlisle has been hired to replace Skyler Edwards as library aide. Tara comes to us with over 6 years' experience in comparable positions at the Cape May County Library, Concord Free Public Library (MA) and the King County Library System (WA). She graduated Summa Cum Laude from Washington State U. with a BA in Humanities. Tara's husband is a Master Chief in the Coast Guard stationed in Cape May.

## Building

Air curtains in the foyer were setting off building alarms, running continuously and were noisy. Technicians are currently working these issues

Electrical outlets were installed as part of the renovation and repurposing of the foyer.

## Outreach

The library was represented at AHLOA's annual meeting on August 13. Later that evening at the Bay Atlantic concert, at table was setup at the back of the gym with various library promotional pieces on it.

## Administrative

The library was closed September 6 to allow staff to check in the large volume of materials checked in over the weekend, perform shelf maintenance, library housekeeping and IT maintenance.



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## **Incident Report**

An elderly man fell on or near the steps adjacent to the entrance to the school gymnasium at the end of the August Bay Atlantic Symphony concert. Police and an ambulance were summoned. The man was taken to AlantiCare Regional Medical Center for examination and kept overnight for observation. He was released the following day.

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Proj #	Project Name	Budget	Vendor	Status	Componets	Costs
1602	Children's Room Shelves	\$25,000	Public Works	Completed.	Total	\$50.00
1604	Renovated Foyer and Children's Area	\$20,000	Janice Davis?	Pending board approval	TBD	TBD
		\$20,000	Blufish	Quote	Furniture Window treatment	\$7500.00 \$1388.00
			PCMG		Digital Signage	\$2058.18
			Buck's Electric	Completed	5 electrical receptacles in vestibule	\$987.00
				Completed	Air Curtain	\$8,000.00?
	Total				TBD	
1606	Network Upgrades	\$15,040		Completed	Total	\$13,735.39
1608	Furniture Accomodation and Shelving	\$1,580	Library Interiors	Completed	SH-3610 Steel Shelving with brackets	\$1070.00
			Staples	Completed.	Sit / Stand Desk attachment (arrived)	\$399.00
				Total		\$1494.00
1610	Audio Visual Upgrades	\$3,015	Staples	Completed	2 iPad pro, Pencil, Keyboard	\$2,124.00
			TBD	Pending	Bluetooth send receive kit for PA, GoPro Accessaries. Various Microphones	TDB
					Total	
1612	Copier& Coin Kiosk	\$16,000		Completed		\$4855.00
1614	Digital Signage	\$2000		Completed		\$1753.70
1616	Replace Public Computers and Staff Workstations	\$11,725	AWE	Completed	AWE Early Literacy Station and Software	\$2578.00
			PCMG & Staples	Ongoing	Staff PC's Media laptop, Receipt Printer, Circ phone replacements	\$5804.20
					Total	
1618	Create Maker Spaces	\$7,700	TDB	Pending	Media Production and Editing Technology	TBD
					Total	
Replacement	Door Counter	\$1,929.95	SenSource	Completed		\$1,929.95