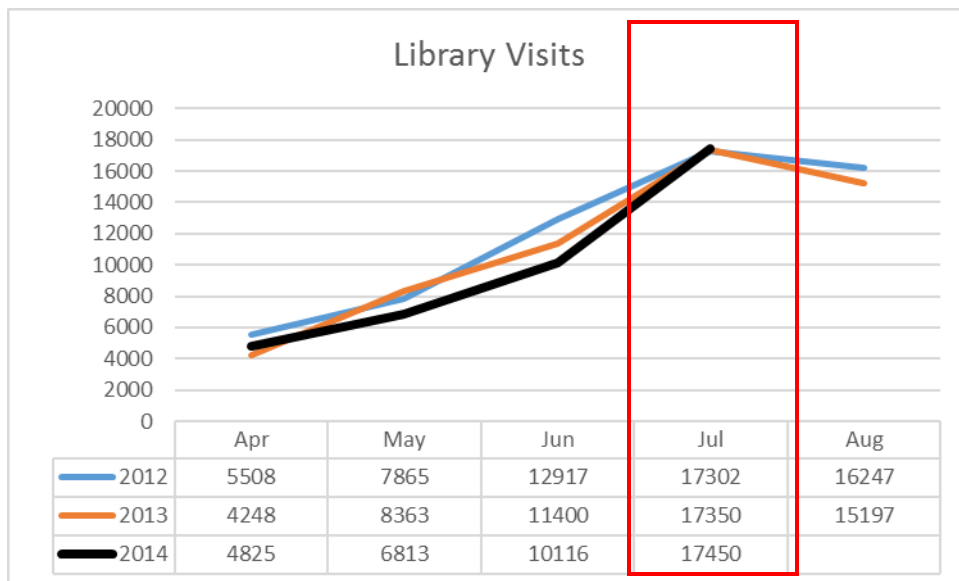
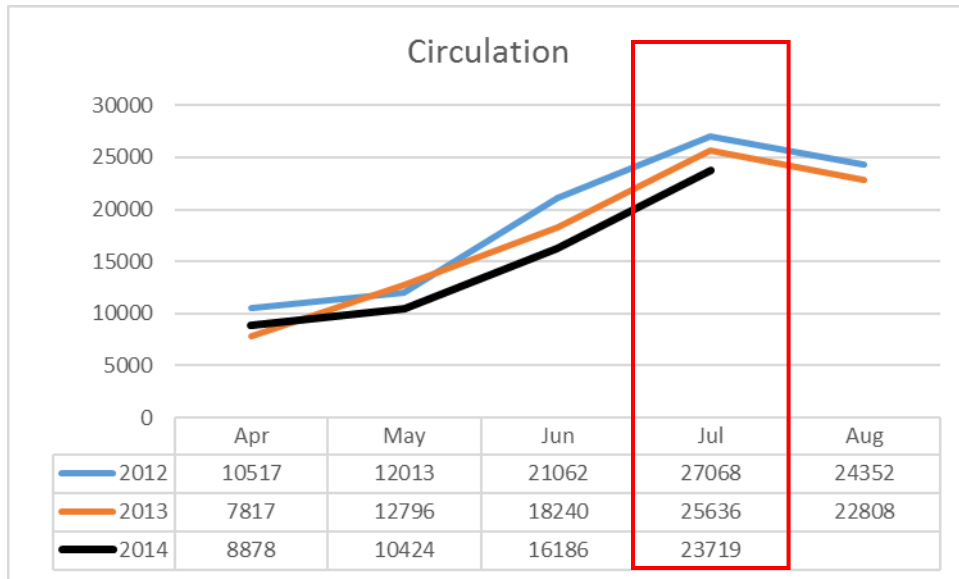


Avalon Free Public Library Director's Report – July, 2014

July's circulation (23719) increased by 46% from June (16186), and declined by 7% from this time last year (25636). By the end of July, the library circulated 82998 items since the beginning of the year, a 9% decline from the same time period last year (91255).



Visits to the library in July (17450) increased by 72% from June (10116) and slight increase from this time last year (17350). By the end of July, 53302 people visited the library since the beginning of the year, a 6% decline from this time period last year (56596).

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Joseph Angemi resigns – Joseph Angemi, curator at the Avalon History Center, has resigned his position, effective August 29. Joe has accepted a position at the William J. Clinton Presidential Library & Museum in Little Rock, AR. During his tenure with us, Joe has introduced standard museum best practices to daily operations. He has formed relationships with other museums that have resulted in the loan of artifacts for a variety of displays. Joe has completed several oral histories and oversaw the digitization of the History Center's collection of Avalon Yacht Club yearbooks. We wish Joe the best of luck.

Library closure due to HVAC failure – On Saturday, July 26, the library was forced to close at noon as a result of excessive heat due to the failure of the HVAC. School staff were contacted in the morning but were unable to get the library until 5pm. On Sunday, August 3, staff entering the building found the HVAC was off and temperatures in the library were in the upper 70's. School staff were contacted and responded immediately. Reportedly the problems with the HVAC were electrical in nature and associated with power demands on the island during the weekend. On Wednesday, August 16, one of the chillers kept shutting down, raising the temperature in the library to the 78. Fans were deployed and the library did not close.

July program attendance exceeds that of July, 2013 – In July, program attendance exceeded that of July, 2013 by over 400 hundred even though there were fewer programs. Attendance at children's programming increased by over 500 from last year. Adult attendance was down by approximately 100. Approximately 450 people attended the Lee Child author lecture. Despite a dance at the Avalon Yacht Club and a performance of Linda Gentile at the Middle Township PAC on the same evening of the Bay-Atlantic concert, 500 people were in attendance.

Programming	Jul 14	Jul 13
Children	23	34
Attendance (Children)	1794	1258
Adult	65	64
Attendance (Adult)	1900	2007
Total Programs	88	98
Total Attendance	3694	3265

Hoopla Use Between: Aug 6-12	
Format	Downloaded or Streamed
Audiobooks	32
Movies	47
Music	54
Television Programs	11

Hoopla went online August 6 – Hoopla, our new media download/streaming service is now available for patron use. Since rollout of the service on August 6, 98 patrons have accessed 144 items. With Hoopla, we are not building a collection, but buying access to a vast library of audiobooks, movies and music. Programs can be either streamed or downloaded onto mobile devices.

Flipster (eMagazine) first month – During the first month of Flipster, 195 eMagazines were either downloaded or viewed online.

Virtual circulation grows

– With the addition of Freegal, Flipster, Hoopla, and other eMedia resources, circulation of eContent is growing.

Virtual Circulation: July, 2011-2014						
Year	eBooks	eAudiobook	Other	Total	Total Circ	% of Circ
2011	163	112	0	275	29803	0.9%
2012	658	155	8	821	27068	3.0%
2013	695	162	3	860	25636	3.4%
2014	956	192	454	1602	23719	6.8%