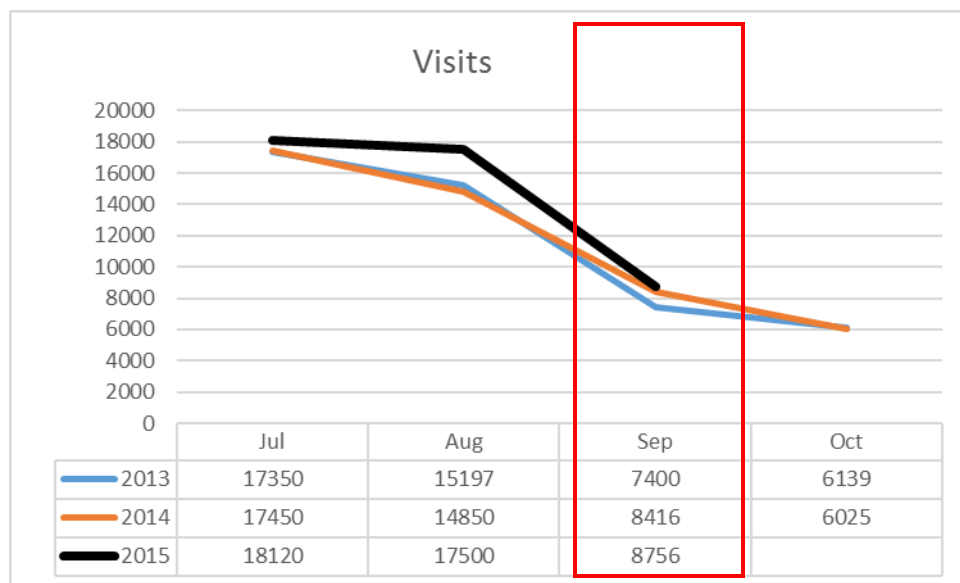
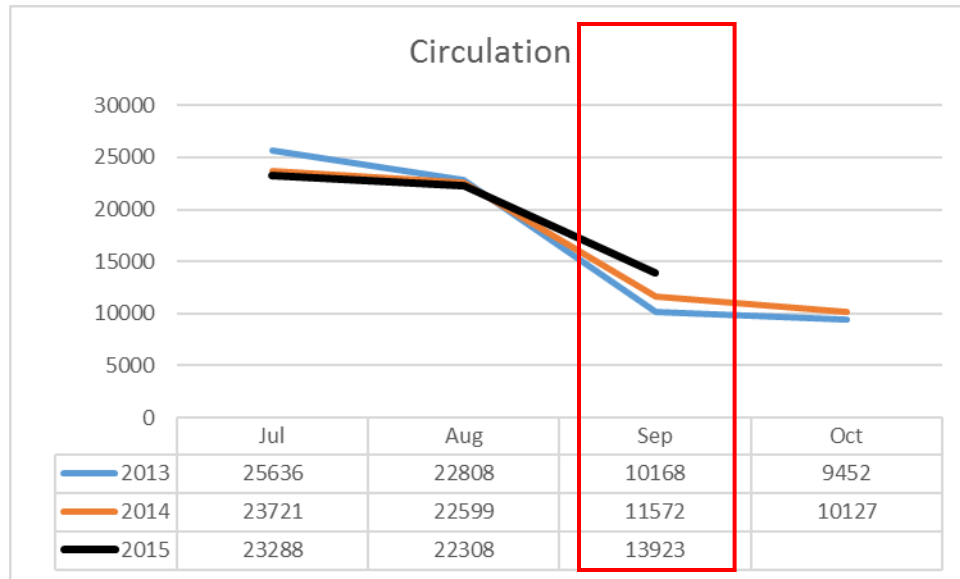


Avalon Free Public Library Director's Report – September, 2015

September's circulation (13,923) decreased by 38% from August (22,308), and increased by 20% from this time last year (11,572). By the end of September, the library had circulated 126,709 items since the beginning of the year, an 8% increase from this same time period last year (117,171).



Visits to the library in September (8,756) decreased by 50% from August (17,500), and increased by 4% from this time last year (8,416). By the end of September, there were 87,238 visits to the library, a 14% increase from this same time period last year (76,568).

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Fire in the School - On October 5, at approximately 2:10pm, the fire alarms went off in the school as a result of a house light on the stage catching fire. The fire was contained to the fixture. The building was evacuated without incident shortly before the fire department arrived on the scene. The library was reopened thirty minutes later, and resumed normal operations for the remainder of the day. As a result of the shutdown of ventilation, there was no smoke or fumes apparent in the library.

Planned Electrical Outage - On October 6, the library experienced a planned electrical outage. Although the announced outage time was 4pm, the actual event occurred at 5. Although the network was down for an hour and 25 minutes, we were able to use a laptop with stand-alone software to check out library materials. Once power was came back, the network was restored without any problems.

Summer Volunteers (June through September) - This year the library was fortunate to have 7 volunteers who contributed 163 hours of work. They were used for various aspects of shelf maintenance. A high school volunteer is continuing his work with us through the fall.

Programming

A contract has been signed with the Bay-Atlantic Symphony for a brass quintet for a performance at Veterans Plaza on Festive Friday. Additionally, the library is also sponsoring a performance by the Cumberland County College Orchestra for the event.

Technology

Hendela System Consultants was selected to build the next History Center website. Their expertise and experience in working with the latest version of DNN (the website content management system that the library uses) made them the best choice of the three designers approached. Ryan Beebe is the project coordinator.

New instructional videos produced by Ryan and available on YouTube include:

1. *Quick Tip: How to Recommend Books for Our OverDrive Library*
2. *How to Get Started Using OverDrive*
3. *How to Borrow Material From OverDrive*

Another video produced in September was *The Day After Labor Day*, a time-lapsed look at reshelving and other shelf maintenance activities on September 8.

These movies and others are available on the library's YouTube Channel easily accessed through the YouTube icon on the upper right-hand side of the library's home page.

Training

On September 24, an in-service provided staff an opportunity to develop strategic plan goals based on elements of the library's vision statement. During the morning session the current state of the library was reviewed, and the role and elements of the strategic plan was covered. In the afternoon, the staff working in teams developed action items based on several goals of the vision statement. The process was facilitated by Alison Diflorio from Exude and the library director. The results of that day are attached here, and are currently being reformatted for formal presentation to the Planning Committee.

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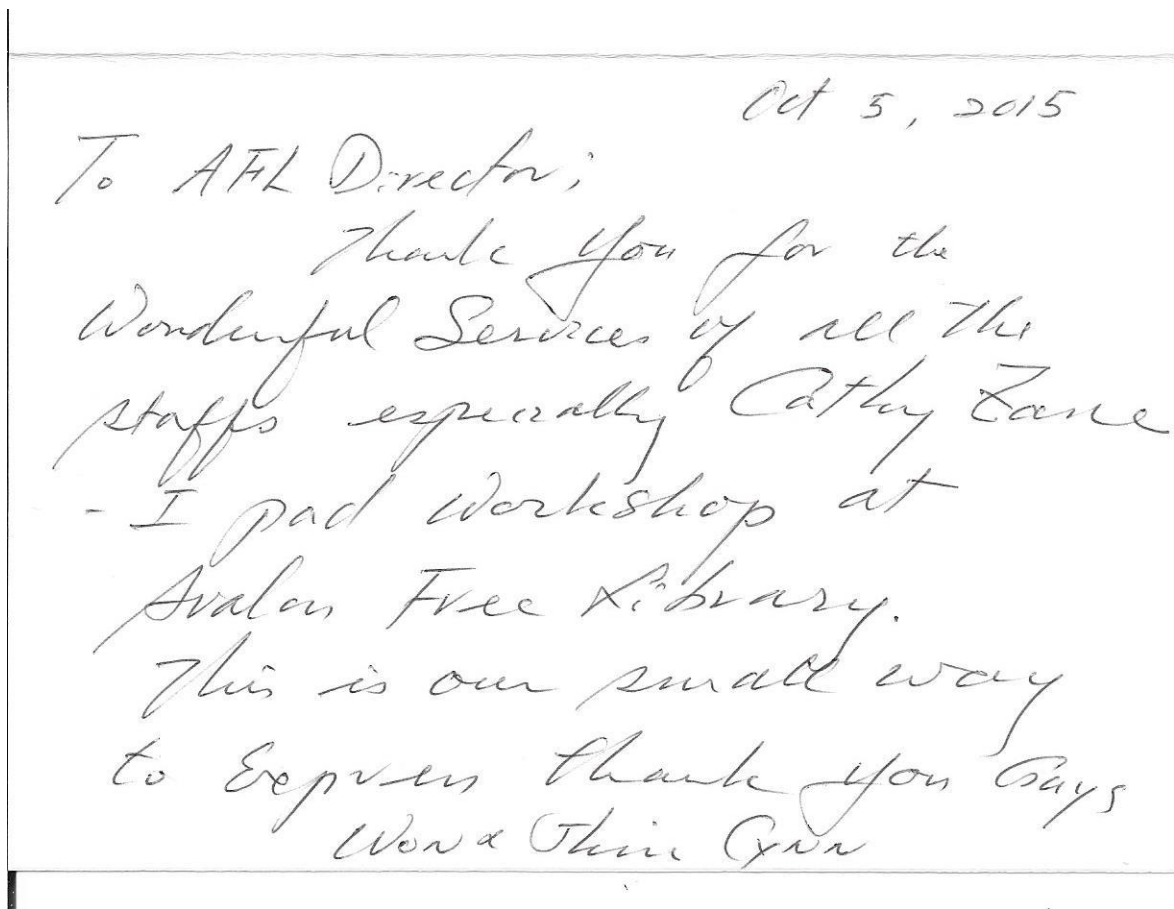
On October 7, Norman attended a public library director's summit sponsored by the State Library and LibraryLinkNJ held at the National Conference Center in East Windsor, NJ. Conference explored financing through crowd-funding, New Jersey Library Law, and various issues HR issues.

Outreach

During the Nor'easter, the resulting flooding that occurred the library mirrored on our website and social media platforms emergency information that the borough was promulgating. Library staff posted on Facebook, pictures and videos of the conditions in Avalon.

Donations

Mr. & Mrs. Cynn donated \$100.00 to the library in appreciation of library services and Cathy Zane's iPad workshops.



A handwritten note on lined paper, dated October 5, 2015, addressed to the AFL Director. The note expresses gratitude for the wonderful services of all the staff, specifically mentioning Cathy Zane and her iPad workshop at Avalon Free Library. The note concludes with the phrase 'This is our small way to Express thank you says Wen & Thim Gyn'.

Oct 5, 2015

To AFL Director;

Thank you for the
Wonderful Services of all the
staffs especially Cathy Zane
- iPad workshop at
Avalon Free Library.
This is our small way
to Express thank you says
Wen & Thim Gyn

In-Service September 24 – Staff Strategic Planning

The Vision

The Avalon Free Public Library will serve as an informational and cultural gateway to all Avalon for all residents and visitors. The library will be a welcoming, warm and friendly gathering space for all.

1. Inspire people to read, learn and grow.
2. Develop exemplary collections, services and programming
3. Place a high value on customer service
4. Create a library experience that brings people together in a sense of community, discovery and celebration.
5. Provide library services and resources to our patrons regardless of where they live.
6. Provide patrons with digital resources 24/7 both available at the library or through any computer / mobile device.
7. Help patrons achieve and maintain a functional level of technological literacy.
8. Provide Avalon businesses with technical support and workshops with regards to social media and technology.
9. Develop patron awareness of library services, resources and programs

Avalon Free Public Library Director's Report – September, 2015

Avalon Library 2016 Goals						
	Strategy	Action	Equipment	Training	Implementation	Evaluation
Goal #1	Implementation of town-wide summer reading program.	Set-up space to record patron book reviews on camera, record people/staff around town reading books.	Video camera, multiple copies of selected book(s).		Advertisement of selected book(s), place copies at strategic locations around town.	Participant numbers and responses.
	Staff picks and discusses what's going out-read articles, end cap, push novelists.			Train staff in novelists	End caps, book marks and staff talks. Web page-social media (Ryan). Read it/See it-Read-Out	
Goal #2	Increase e-resource budget to accommodate increased circulation without taking funds from other budgetary lines.	Submit request to board with circulation statistics to support increased need	Acquire additional e-resource platforms if deemed necessary		Use in-house collection development statistics to maintain and develop collection	Use circulation statistics to ensure continued use
	-Develop collection of artifacts that illustrate history and culture of Avalon.	-Form relationships with individuals and groups known to hold or generate objects/artifacts. -Make our goal to collect objects known in the	-Continuing education on object/artifact assessment		-Ongoing	-Annual number object donations, overall assessments of collection quality and completeness

Avalon Free Public Library Director's Report – September, 2015

		community (PR, Flyers) -Get to know market of artifacts for purchase (e-Bay, Antique Stores, etc.)				
	Strategy	Action	Equipment	Training	Implementation	Evaluation
	- Increase frequency of off-season programs.	-Review the program forms submitted, prospective lecturers interested in offering programs in the off-season.				
Goal #3	Provide easier access to help for library patrons	Create separate help desk area for in-season months, set-up roaming help periods on floor	Tablet for roaming help- Help-Desk	If additional hires-basic training	Create space and schedule	Statistics for inquiries
	-Excellent customer service at History Center	-Greet each visitor as they enter	-Create online form submission for history questions	-Add action steps to policy		-Visitor satisfaction survey
	-Make library staff easily identifiable to patrons to facilitate better customer	-Purchase shirts of the same color using new logo.	-New shirts		-2016-2018	- Survey

Avalon Free Public Library Director's Report – September, 2015

	support.					
	Strategy	Action	Equipment	Training	Implementation	Evaluation
Goal #4	-Create a community makerspace with both high tech and low tech options	-Take our computer lab, redesign to be a more welcoming space. -Purchase makerspace tech. -Put together relevant programs.	-3D Printer, recording equipment, video equipment, and art supplies, etc.	-Training new tech.	-Approval from school -Approval for budgetary use (capital funds)	-Attendance increase -Equipment usage
	-Provide activity that combine material (movies, books, etc.) and social events.	-Downton Abby Tea. -Film Night: Can be out the library (blockbuster film) - Dr.Seuss Day in March author's birthday - Christmas around the world - Halloween-give out ball with logo				
Goal #5	-Digitize and stream library programs. -Emphasis on patron	-Record library programs. -Establish easy to use solution	-Video cameras, streaming software.	-Camera and software training.	-Schedule and ad promotion.	-Take note of digital attendance.

Avalon Free Public Library Director's Report – September, 2015

	interaction	for streaming. -Establish marketing plan.				
	-Respond to patron research requests submitted via phone, website or social media.	-Let patrons know services are available. -Search our collection for each (?). -Utilize online and other area resources as appropriate. -Respond to all requests within two weeks.	-Ancestry.com	- Continuing education on historical research.	-Ongoing	-Patron surveys
	Strategy	Action	Equipment	Training	Implementation	Evaluation
Goal #6	Create online exhibits.	-Develop concept plan 1 year out - Rake high-quality photos -Research objects thoroughly. -Write interpretive text.	-Outline exhibition platform.	-Training on exhibit platform.	-Research and purchase exhibit software 2016. -Launch exhibit early 2017	-Patron survey/feedback.
Goal #7	Make staff available to assist with technology.	Make an outreach technologist available during set hours both in the library and for property owner house	Computer and/or tablet for use in library and on the road.	Technology training (Apple, Microsoft, Google, etc.)	Budgetary increase for salary, equipment, gas (or vehicle)	Number of uses, visits, and house calls.

Avalon Free Public Library Director's Report – September, 2015

		calls.				
	Strategy	Action	Equipment	Training	Implementation	Evaluation
Goal #8	Provide training and other technical to Avalon businesses.	-Identify specific technical training needs of Avalon businesses -Provide instruction on selected topics at times and places that accommodate business schedules.			2016	Attendance and feedback from attendees.
Goal #9	-Signage in and outside the library. - Continue booth/table at community connections AHOLA Disability Awareness **Do this at Seafood Festival, Festive Friday, Show Fest Saturday, and any other community event.	Network with local businesses. - Find places around Avalon where we can advertise brainstorm creative solutions. - Research digital signage.	Banner printing, airplane, (drones?), TV's, computer.	Recurring route for print-Learn software for digital signage.	Someone would need to put sign up around town and can change signage.	Monitor increase/decrease in program attendance and digital service usage.

Avalon Free Public Library Director's Report – September, 2015

	Survey patrons about their library experience to help develop library services and programs.	Execute both verbal and written surveys to determine efficiency of programs and surveys.	None	None	2016 Ongoing	Increase in program registration.
	Strategy	Action	Equipment	Training	Implementation	Evaluation