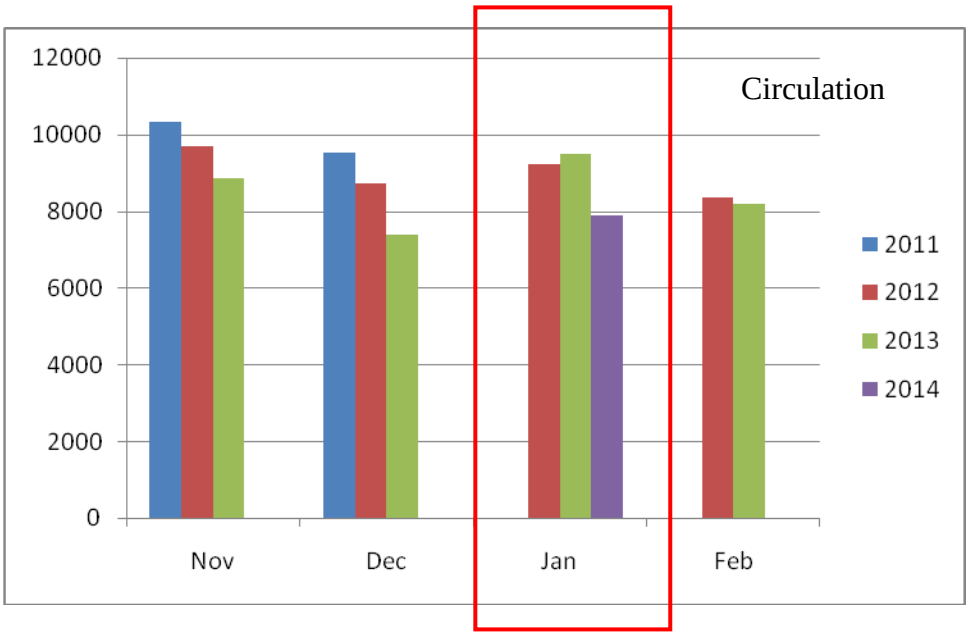
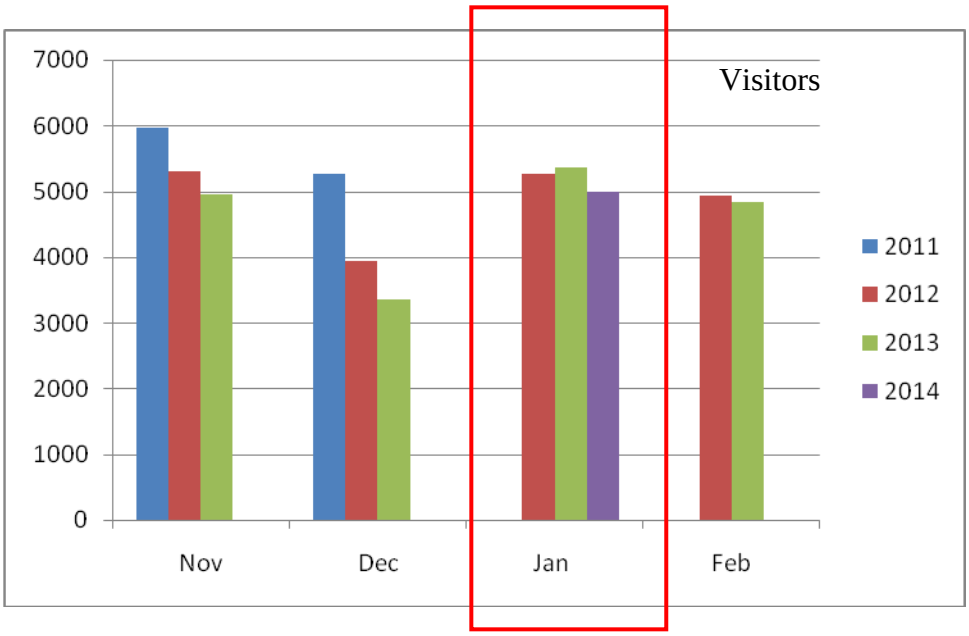
Avalon Free Public Library Director's Report – February, 2013

January's's circulation (7895) increased by 7% from December (7396), and decreased by 16% from this time last year (9438).





Visits to the library in January (4987) increased by 49% from December (3351) and declined by 7% from this time last year (5362).

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Ryan Beebe was hired as the Senior Library Technology Assistant. Ryan has a BFA from the College of New Jersey. He has interned at VIACOM's Spike TV Digital Media Department, and has also worked as the social media manager for 94.3 WIBG-FM. Ryan's primary responsibilities are to manage and expand our social media marketing effort, develop graphics for our website slide presentations, create digital media presentations to assist patrons using our electronic resources and to assist Shannon maintain the library's technology infrastructure.

Two new library book clubs started in January. Dottie Pearson, a retired Princeton University librarian is moderating our general literature book club. Michelle Devine leads the discussions in the romance book club.

On January 21, the library closed at 1 pm as a result of a snowstorm. After the parking lot and sidewalks were cleared on the following day, the library was able to open at noon and remained open until 5pm. On January 29, another snow storm forced delayed opening at noon. The library remained open until 8pm.

Two companies have been identified as possible vendors for the Avalon Yacht Club digitization project. Innovative Document Imaging of East Brunswick and Princeton Imaging of Princeton. Samples of the yearbooks will be sent to each company for imaging. The resulting files will be reviewed by staff at the New Jersey Digital Highway (Rutgers) to insure that their standards are met. The AYC has provided volumes that were missing from the collection. A page count of the entire collection with an estimation on the percent of color images has been completed. This information will be put out to each company by the third week of February to elicit a proposal.

Freegal is a downloadable music service which is now available on our website. It offers access to about 3 million songs, including the Sony Music catalog of legendary artists There is no software to download, and there are no digital rights management (DRM) restrictions, thus patrons can keep what they download.

Shannon has devised a way that we can quickly generate statistics on where our county patrons live by using the Zip code. Previously, the information was derived manually.

Sea Isle – 319		Goshen - 6		South Seaville – 9
Stone Harbor – 873		Green Creek – 2		Stratmere - 6
CMCH – 805		Marmora – 23		Villas – 67
Cape May / N. Cape May – 136		Ocean View – 95		Wildwood/ N.Wildwood/WWC – 99
Cape May Point – 3		Ocean City – 23		Woodbine - 61
Dennisville – 21		Rio Grande – 49		