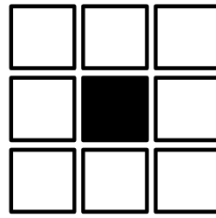


August 11-16, 2025
Lucky Duck Scavenger Hunt



DIRECTOR'S REPORT

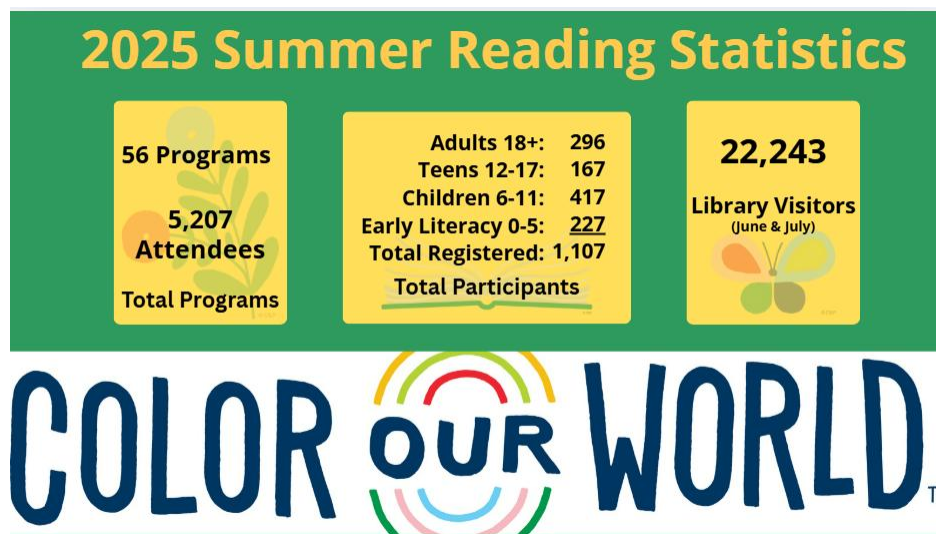
August 2025

August 18, 2025
Staff Development Day - Renew



Library Events/Programming Highlights

- SRP ended 8/2/2025
- Statistics:



- Held a passive program called Lucky Duck Scavenger Hunt throughout the library during the week of August 11-16 with 137 participants who received a sticker after finding all our hidden ducks.
- Titles for this year's NEA Big Read Lakeshore program were officially announced, and we received 25 free copies of each title to give away to patrons. All free copies were gone by the end of August. Titles include:
 - I Cheerfully Refuse by Leif Enger
 - A Wish in the Dark by Christina Soontornvat
 - Journey by Aaron Becker
 - Row, Row, Row Your Boat illustrated by Annie Kubler and Sarah Dellow

Staff Highlights

- Second Library Page, Catie Cordero, started part time work on August 2.
- Seasonal staff and Librarian I Ella Kraak left for college as of August 9.

- Summer hours for Librarian I Abby Machiela ended as of August 11. She returns to her 10 hour/week schedule for the school year.
- 13 of 20 staff were able to attend and participate in the Staff Development Day activities on Monday August 18 at Renew Therapeutic Riding Center. The library was closed to the public on this date. See attached activity summary report.
- Progress has been made in the consortium-wide effort to perform a collection inventory for each library. With the help of our summer hours staff, we were able to complete 75% of the project for the HML collection. We anticipate this project to be completed by October 2025.
- Elevator became operational on August 19 after repairs were completed which had begun on July 10.
- Staff worked with Facilities to begin clearing out the unused and no longer needed items in our basement storage area in preparation for BPW staff to have space for their online training needs. While the BPW is going through their building renovation, the customer service office will be located in the East Activity room of the Community Center.

City of Zeeland 2025 Strategic Action Plan – Library Operational Goals Updates

Operational goals for the Library for 2025 include:

1. Select a website content manager and designer to redesign the Library website and begin to reimagine our content

Outcome indicator: Determine which provider is best for library purposes with input from City IT and Marketing.

Outcome indicator: Work with content manager to streamline website Information.

Staff are being trained by the developer to learn how to maintain the new site. We plan to have a period of site performance testing before launching the site for the public. Target date for site launch to the public may be pushed back a week or so to accommodate this activity. Shooting for launch in late September.

2. Explore sound-absorption options for library to treat acoustic issues

Outcome indicator: Obtain multiple quotes from vendors for design, purchase, and installation of acoustic panels for wall surfaces, hanging baffles throughout spaces and insulation above ceiling tiles over study room area.

2 sound specialists visited the library to offer suggestions on how to best lessen the noise levels throughout the building. This was a preliminary conversation to learn about different options and their costs, but no official quotes were provided at this time for work or products.

- Working with Ben Kiewiet to obtain quotes from vendors.
- Project on hold while Facilities staff focus on elevator, gas line upgrades, and build out for BPW occupation in September.

3. Raise public awareness of benefits of library services for all service areas

Outcome indicator: Develop a media campaign to highlight the benefits and services provided by HML to our patrons.

- Yellow Lime Creative marketing agency continues online marketing through Facebook ads and posts.

Outcome indicator: Find a library marketing consultant to develop a community marketing campaign to increase patron awareness of the wide variety of benefits accessible through library services.

- Facebook ad statistics for the **HMPL Awareness Summer 2025** campaign by Yellow Lime Creative stats for August:

- Reach: 35,230 (Number of accounts that saw your ad once)
- Impressions: 122,817 (The number of times ads were on-screen)
- Clicks: 347 (Number of clicks, taps, or swipes on the ad)

Update on HML Strategic Plan Goals

1. Strengthen community engagement through robust core services

Outcome indicator: Library Market to complete the design and content updates to the HML website. Internal staff training and testing began in earnest on the new site before public launch in September.

2. Enhance library spaces and operations for maximized usage

Outcome indicator: Expand outreach services and community collaborations to better reach new audiences and create lifelong library users.

- Elevator became operational on August 19 after repairs were completed.

3. Prioritize organizational culture

Outcome indicator: Focus on optimizing organizational effectiveness by cultivating internal trust, equity, and collaboration.

- Offered opportunity for all staff to attend staff development training at Renew Equine Therapy Riding Center on August 18.

Looking Forward

- Public launch of redesigned library website by Library Market in September
- Fall programming to begin with weekly storytimes resuming the week of Labor Day

HML by the Numbers – August 2025

	August		
	2025	2024	% Change
Visitors	9,004	9,454	-5%
Curbside Delivery	11	10	10%
Digital Downloads	6,752	5,757	17%
Physical Items (Circulation)	30,352	31,623	-4%
Computer Sessions	571	494	16%

Children's Programs:

- 2 programs – 46 participants

Adult Programs:

- 0 programs – 0 participants

Outreach Programs:

- 0 programs – 0 participants

Passive Programs:

- 2 programs – 345 participants