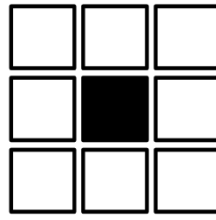


February 11, 2025
Teen Valentine's Workshop



DIRECTOR'S REPORT

February 2025

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Library Events/Programming Highlights

- Hosted a Teens Valentine's Day Card workshop with 4 in attendance.
- Hosted our first Jigsaw Puzzle family competition with 10 families in attendance.
- Hosted a weekly Lego Club through the month of February for families.
- Offered the Community Center room for the ZPS half-day for teens to meet and eat in the with great success. This helped to keep the noise levels lower during those days with high student foot traffic in the building.

Staff Highlights

- 4 staff completed 6 different professional development webinars including sessions covering Best Picture Books for 2024, Color Our World Summer Reading Program Planning, New Basics of Customer Service, and best Spanish books for kids.

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

New 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

We are currently exploring using the services of Library Market to take on our website development and hope to begin this project soon.

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.

- This project is on hold until the FY 25-26 budget is approved by City Council.

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

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.

- This project is on hold until the FY 25-26 budget is approved by City Council.

Looking Forward

- We are looking forward to our quilt display for the month of March – we have 8 quilts being shown by patrons and 5 quilts by staff on the main level of the library.
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HML by the Numbers – February 2025

	February		
	2025	2024	% Change
Visitors	8,931	8,955	0%
Curbside Delivery	13	18	-28%
Digital Downloads	5,896	6,825	-14%
Physical Items (Circulation)	25,541	25,655	0%
Computer Sessions	512	437	17%

Children's Programs:

- 22 programs – 522 participants

Adult Programs:

- 2 program – 74 participants

Outreach Programs:

- 4 programs – 75 participants