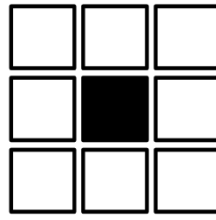


January 13, 2025
School Visit



DIRECTOR'S REPORT

January 2025

January 18, 2025
Teens setting up
book sale



Library Events/Programming Highlights

- The library hosted our quarterly book sale from January 18 – 29. We offer our weeded books and donations for sale to patrons to give the items a second chance for community use. All remaining items were boxed and delivered to Gateway Ministries for donation.
- Weekly Laptime and Preschool Storytimes resumed this month. We continue to offer 2 sessions per event to help manage the number of attendees at each sitting.
- During the 3 ZPS half-days we hosted a space for teens to meet and eat in the Community Center with great success. This helped to keep the noise levels lower during those days with high student foot traffic in the building.

Staff Highlights

- Performance evaluations continued to be completed throughout the month.
- Julie Russell, Children's librarian, attended the Ottawa County Youth Services meeting to share programming and collection development strategies

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

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.

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.

Looking Forward

- We are finalizing Summer Reading events and beginning to plan for Fall and Winter programming in 2025
-

HML by the Numbers – January 2025

	January		
	2025	2024	% Change
Visitors	8,832	8,412	5%
Curbside Delivery	17	8	113%
Digital Downloads	9,230	6,149	50%
Physical Items (Circulation)	25,375	28,004	-9%
Computer Sessions	414	304	36%

Children's Programs:

- 25 programs – 655 participants

Adult Programs:

- 1 program – 43 participants

Outreach Programs:

- 3 programs – 41 participants