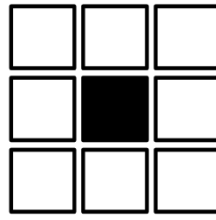


March 2025
Family enjoying new puppet stage in Children's area



DIRECTOR'S REPORT

March 2025

March 18, 2025
Book Character Parade



Library Events/Programming Highlights

- The quilt show was held on the main floor of the library throughout the month of March. We had 8 quilts by community members and 4 quilts by staff on display. Voting for the "favorite" quilt was held and the winner received a gift card to the fabric store in Zeeland.
- The Community Center hosted a blood drive with Versiti Blood Center on March 3 and collected 5 units of blood, which will save 15 lives in the community.

Staff Highlights

- HML hosted a collaborative meeting for the Big Read program held each Fall and coordinated by Hope College. Programming options were discussed, and title selections were revealed.
- Julie Russell, Librarian II and Children's specialist, added to the imaginative play space in the Children's area by the elevator.
- Amanda Hanson presented at a Library of Michigan conference on the topic of millages and public libraries as part of her capstone experience with the Public Library Director's Post Pandemic Cohort. Roughly 100 people attended the talk.

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 have begun working with Library Market on the Library website build. Weekly Zoom meetings will take place during the first phase of the project: Discovery.

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.

- Funding for this project is approved by City Council. We will begin to work with Yellow Lime Creative to build this informational campaign for the public.

Looking Forward

- Spring Break programming will include a movie day and a special visit by the folks from the Air Zoo. Both events are for all ages. We will also offer a STEM drop-in program for families.

HML by the Numbers – March 2025

	March		
	2025	2024	% Change
Visitors	10,179	10,008	2%
Curbside Delivery	16	20	-20%
Digital Downloads	6,170	5,865	5%
Physical Items (Circulation)	27,396	29,772	-8%
Computer Sessions	464	386	20%

Children's Programs:

- 21 programs – 612 participants

Adult Programs:

- 3 programs – 56 participants

Outreach Programs:

- 2 programs – 9 participants

Passive Programs:

- 3 programs - 507