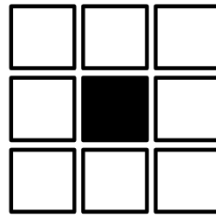


November 2025
Story Time Thankfulness Feathers



DIRECTOR'S REPORT

November 2025

November 18, 2025
Comics & Cookies



Library Events/Programming Highlights

- The library hosted 4 events for the Lakeshore Big Read initiative including a Story Time for preschoolers focused on nursery rhymes and Family event learning yoga, an Adult presentation on environmental sustainability and a Teen creative writing program with a local graphic novelist. Total participant count was 86.
- Held a Tween pop-up book sale to make room on the shelves for new titles.
- Hosted Teen Pizza and Pages event (4 attended) and provided space in the Banquet room for students on the half-day of school (86 attended).

Staff Highlights

- Jessica Volkers, Programming Specialist, hosted a library cooperative meeting for Youth librarians focused on SRP planning and engagement.
- Kate Kraak announced her retirement from the Zeeland Township Clerk's position and therefore she will be stepping down from her appointed seat on the Library Advisory Board. Zeeland Township may appoint a new representative to the Board.
- Catie Cordero, Library Page, submitted her 2-week notice of resignation from her position. Her last day was November 21, 2026. The job opening was posted both on the library website and on Indeed for a new Library Page.
- Amanda Hanson attended the Blendon Township Board Meeting on November 17, 2025, with Mary Cook of Gary Byker Memorial Library to present the benefits of the library services the residents of Blendon enjoy through the library services contract that is set to expire in June 2026. This was an effort to bring attention to the Township Board the need to create a new service contract and to place the library millage proposal on the ballot for Blendon voters in August to pay for library services beyond June 2026.

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 - COMPLETED**

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.

Successful website launch on 10/15/25.

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

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.

Signed a contract with Acoustic By Design Engineering and Design, Inc. to perform acoustic testing of the atrium in the library and determine the best way to mitigate sound problems in the space. Testing will happen in January.

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

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

- Amanda Hanon attended the Blendon Township Board meeting to present all the services provide by the library to Blendon residents to encourage their support for placing the library millage proposal on their ballot in 2026 for voters.

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.

- Website complete and launched.

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.

- Met with representative from Feed America to consider offering meal service to those in need through the library programs in the summer of 2026.

3. Prioritize organizational culture

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

- 4 staff members participated in 3 online learning professional development classes
- Hosted the Summer Reading Workshop at the library for the Lakeland Library Cooperative with 2 staff in attendance.

Looking Forward

- Family Graham Cracker Train program December 9th.
- Winter Beverage Bar for patrons during the week of December 14th.
- Holiday De-Stress Family Night arts and crafts on December 16th.
- Passive all-ages coloring contest throughout the month of December.
- Charlie Brown Noon Year's Eve Party December 31st.

HML by the Numbers – November 2025

	November		
	2025	2024	% Change
Visitors	8,290	8,629	-4%
Curbside Delivery	8	10	-20%
Digital Downloads	6,040	4,926	23%
Physical Items (Circulation)	24,939	25,359	-2%
Computer Sessions	412	421	-2%

Children's Programs:

- 13 programs – 308 participants

Teen Programs:

- 2 programs – 11 participants

Adult Programs:

- 2 programs – 54 participants

Outreach Programs:

- N/A

Passive Programs:

- N/A