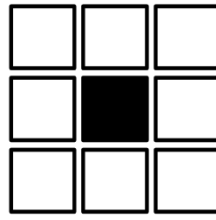


September 15, 2025  
Inventory Complete!



September 8-17, 2025  
Fall Book Sale



## **DIRECTOR'S REPORT**

September 2025

### **Library Events/Programming Highlights**

- Laptime and Preschool Storytime weekly offerings resumed with a strong start.
- Held a passive program for children asking them what they want to be when they grow up – 40 participated. Responses included:
  - Astronaut
  - Vet/pet shop/animal shelter helper -- 7
  - Librarian
  - Author -- 2
  - Teacher -- 4
  - Firefighter
  - Soccer Coach
  - Marine Biologist
  - Waitress
  - Artist -- 2
  - Babysitter
  - In the Air Force
  - Police Officer
  - Doctor
  - Nurse
  - A mom
  - Baker
- Held our quarterly book sale September 8-17 to give our weeded books a second chance in a new home. All proceeds (\$627.40) were deposited into the Library gift fund and will be used to support special project purchases.

### **Staff Highlights**

- Leann Parker was asked to complete an inventory of all physical items at the Library by Lakeland Library Cooperative. The official deadline for this project is March 2026. Leann and her team including Sara Van Lente, Ellaryn Kraak and Abby Machiela, have already completed this task. The total print items in the HML collection as of 9/12/25 was 68,324.

- Library Page Elise Kornoelje's last day with the Library was September 30. Her school schedule did not allow her to continue working at the Library for the Fall.
- Elise will be replaced by Lauren Bosma as our new Library Page. She will begin work on October 7, 2025.
- Minor problems with the elevator continue for staff and patrons. Facilities is working with the elevator repair company to tweak the programming to make the operation of the elevator more user-friendly.

## 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.

Website will launch to the public on 10/15/25.

### 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.

- Library will participate in the Pumpkinfest Parade in October.
- Library will sponsor a Storywalk® in Van Zoeren Woods during the month of October.

*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.

- Summer library awareness campaign complete.

### **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 October.

#### **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 issues continue to be addressed by the repair company, but elevator service for the public and staff remains intact.

#### **3. Prioritize organizational culture**

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

- 2 part time and 3 full time staff attended 2 different online professional development webinars: Managing Afterschool Crowd and Managing Difficult Behavior.

### **Looking Forward**

- Library staff and volunteers will march in the Pumpkinfest Parade on October 4 to promote the Library and build anticipation for next Summer's reading program theme: Unearth A Story (featuring dinosaurs!)
- Public launch of redesigned library website on October 15, 2025
- Lakeshore Big Read events in November

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## HML by the Numbers – September 2025

	September		
	2025	2024	% Change
Visitors	9,529	8,848	8%
Curbside Delivery	5	12	-58%
Digital Downloads	6,142	5,619	9%
Physical Items (Circulation)	26,552	25,869	3%
Computer Sessions	458	376	22%

### Children's Programs:

- 17 programs – 480 participants

### Adult Programs:

- 1 programs – 50 participants

### Outreach Programs:

- 0 programs – 0 participants

### Passive Programs:

- 1 programs – 40 participants