

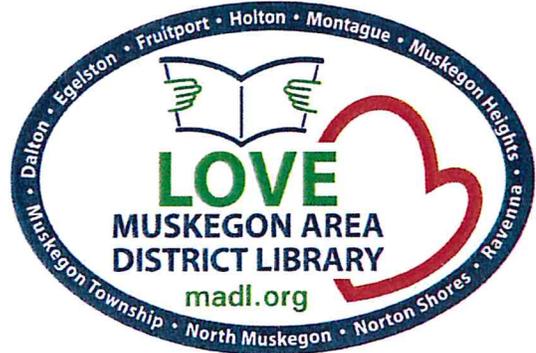
AGENDA 8a(5)

DATE 9-16-16

Muskegon Area District Library

# NORTON SHORES BRANCH

Highlights for  
City of Norton Shores  
Fiscal Year  
July 2015-June 2016



## MILLAGE CAMPAIGN

The Muskegon Area District Library was focused on an informational millage campaign for much of the city's Fiscal Year 2015-16. With the current millage expiration date approaching in December 2016, the MADL Board placed a 1.249 millage proposal on the ballot for November 2015, providing funding for the library system for a period of 10 years. After that proposal failed, the MADL Board moved forward to place the same millage proposal before the voters in August of 2016. The Muskegon Area District Library administration and staff worked very hard through the end of FY 2015-16 to inform our library users about the fact that the millage provided all operating funds for library services, along with the details about what the 2016-2026 millage would fund. Upon approval of this millage renewal and increase, MADL plans to enhance its services and programs in three strategic areas:

- Early Literacy Outreach
- Library for the Blind & Physically Handicapped
- Lifelong Learning Opportunities

While the time frame for the election exceeds the parameters of FY 2015-16, the positive outcome is worth noting here. On August 2, 2016 the voters approved the Muskegon Area District Library's millage proposal by 58%. The staff of the Norton Shores Branch, along with the entire Muskegon Area District Library, looks forward to working hard to provide extensive programs and services to enrich lives in our communities.



## **A YEAR OF CONTINUED GROWTH**

Circulation of materials at the Norton Shores Branch Library stayed steady at 207,120 items—showing a slight 2% decrease from the city's fiscal year 2014-15 total. This circulation change was expected with the Kent District Library system leaving the Lakeland Library Cooperative's online catalog and circulation system in September of 2015. Kent District Library's departure from the online catalog decreased the amount of materials being sent out from the Norton Shores Branch to Kent County library users for interlibrary loan. Significant growth was noted in other areas of service. Use of the public computers for internet access was up 9% and programming attendance increased by 16%. Norton Shores Library staff plan to focus on these two important service areas for the upcoming fiscal year so that we to continue to fulfill our library users' needs.

## **PROGRAMMING HIGHLIGHTS for FY 2015-2016**

### **THE MADL THURSDAY NIGHT MUSIC CLUB**

Another stellar year of monthly free live music concerts included a summer celebration in July 2015 on the Library's front lawn! Country western band Silverado provided the music and the Friends of the Norton Shores Library provided a free picnic of hot dogs, potato chips, cookies and lemonade to more than 160 people. Many concert-goers enjoyed dancing to their favorite tunes.



## **MAKE IT @ MADL, AUTHOR VISITS, TECH HELP**

Adult craft programs are trending in libraries, and the Norton Shores Branch was no exception. From adult coloring books and acrylic painting to yarn wreaths, all kinds of crafting skills could be learned at the Library. Author visits ranging from Michigan Notable Book authors to local writers remained popular. One-on-one sessions for technology help for such tasks as downloading e-books, posting pictures on Facebook and creating email accounts for online job applications are always in demand.



## **SUMMER READING; BABY TIME; AFTER-SCHOOL FUN**

The Norton Shores Branch Library continued MADL's commitment to youth services with a strong slate of programming for youth in FY 2015-16. Summer is the busiest time for the Library, as summer reading programs for grades K-12 help kids retain the reading skills they worked hard to achieve during the school year. Reading programs for pre-readers help parents to introduce all-important early literacy skills. The fall of 2015 saw the implementation of Baby Time--a story time program aimed exclusively at infants ages 0 to 18 months that focuses on music, rhythm and rhyme--all important components for pre-lingual and pre-literacy skills. Youth Services Librarian Gillian Streeter provided an outreach story time at PJ Hoffmaster State Park in September 2015, incorporating a nature walk. Gillian also connected with the Muskegon County 4-H Tech Wizards in FY 2015-16, providing a monthly collaborative work space for kids in 4th grade and up to work on science and technology projects with adult mentors at the Library. The Norton Shores Branch Library offers regular after-school youth programming that is always a whole lot of fun but also happens to be enriching the science, technology, engineering, arts and math skills of our community's children.



## COMMUNITY COLLABORATIONS & OUTREACH

Partnerships with various organizations and institutions in Muskegon County bring informative and entertaining experiences to our current Norton Shores Branch Library users and provide our collaborating partners with access to new audiences. For the second year in a row, the Muskegon County Garden Club held their annual standard flower show in both the Library and the Community Room in August 2015. Many gardening enthusiasts made their first visit to the Norton Shores Library, while Library regulars discovered a entire world of horticulture that exists throughout Muskegon County. When the Norton Shores Branch Library participates in community outreach, it's our opportunity to introduce ourselves to an audience outside of the Library's walls. Once again the Library, along with the Friends of the Norton Shores Library, staffed a booth at the 3rd Annual Arts & Drafts at Ross Park, sharing information about Library resources and events along with a craft for kids. For the first time, Norton Shores Branch staff marched in the Roosevelt Park Day Parade on the last Saturday in August 2015, enjoying shout-outs from Library regulars along with hearing other parade-goers saying things like "I didn't know the Library had wi-fi!"



## CONCLUSION

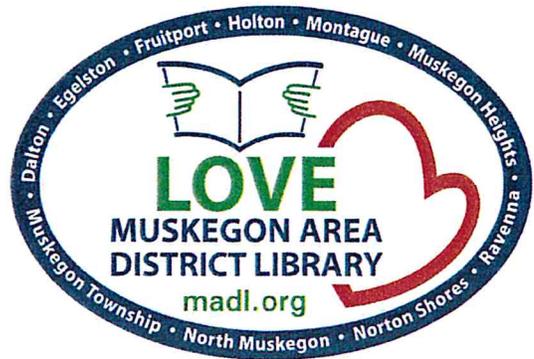
The end of fiscal year 2015-16 for the city of Norton Shores finds the Norton Shores Branch Library hopeful about the future and motivated to continue to provide the best possible library experience to our users.

Respectfully submitted,  
Alison Purgiel, Librarian/Manager  
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Muskegon Area District Library

# **NORTON SHORES BRANCH**

## **At a Glance**



The Muskegon Area District Library serves 119,450 citizens with ten branches throughout the county. In 2006, citizens in twenty-one local governmental units approved a .75 mill millage to fund the District Library. The Norton Shores Branch is the largest of the ten branches. As stated in its Annual Report, MADL is “focused on enriching lives with access to knowledge, culture, history, art and entertainment.”

### **Norton Shores Branch Overview: 2015**

#### **Branch Visits**

**129,871**

(Average 10,823 patrons  
through the door each month)

#### **Branch Circulation**

**211,801**

(33% of MADL's total  
circulation)

#### **Branch Computer Sessions**

**19,730**

#### **Branch Reference Questions**

**17,026**

#### **Branch Programs Offered**

**211**

#### **Branch Program Attendance**

**7,491**

#### **Branch Size of Collection**

**66,245 items**

NORTON SHORES BRANCH Muskegon Area District Library Annual Branch Totals		Branch Mgr: Fiscal Year		Alison Purgiel July 2015-June 2016															
Annual Library Use Statistics		TOTALS FY2014-15	TOTALS FY2015-16	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16				
Circulation		212,354	207,120	22107	19997	17157	17658	15865	15094	16030	15554	17267	17115	14917	18359				
Microfilm		182	134	15	15	7	23	9	5	7	7	4	31	5	6				
Computer Use		17,319	18,905	1977	1749	1747	1652	1491	1439	1425	1563	1496	1268	1242	1856				
New Registrations		1,358	1,387	177	125	133	119	101	76	98	96	123	123	78	138				
Patron Count		128,098	128,810	13448	12468	10742	10670	8707	9048	9495	10188	10745	11208	9949	12142				
Reference Questions		5,000	6,618	607	442	426	442	332	302	504	533	543	649	342	1496				
Directional Questions		12,580	11,002	1235	1326	1150	832	724	906	889	923	721	807	1025	464				
Total		17,580	17,620	1842	1768	1576	1274	1056	1208	1393	1456	1264	1456	1367	1960				
Annual Additions to Collection		TOTAL FY2014-15	TOTAL FY2015-16	2015-16 Adult	2015-16 Juvenile														
Hardcover		3632	3723	2707	1016														
New Gift		19	43	15	28														
Total		3651	3766	2722	1044														
Paperback		790	796	416	380														
New Gift		2	36	14	22														
Total		792	832	430	402														
DVDs		571	606	488	118														
Audiobooks		384	182	151	31														
Music CDs		158	456	341	115														
Annual Conference Room Use		TOTAL FY2014-15	TOTAL FY2015-16																
Use (Group & Individual)		745	756																
Attendance		2076	1986																
Annual Program Attendance		TOTAL FY2014-15	Attendance																
Children		130	3656																
Teens		18	110																
Adults at youth programs		148	1520																
Adults		52	2128																
				TOTAL FY2015-16		Attendance													
				#Programs		Attendance													
				140		3824													
				19		108													
				159		2156													
				51		2487													
						Usage		2015-16											
						535		892											
						221		1094											
						756		1986											

MADL instituted new tallying criteria & categories for reference questions in June 2016