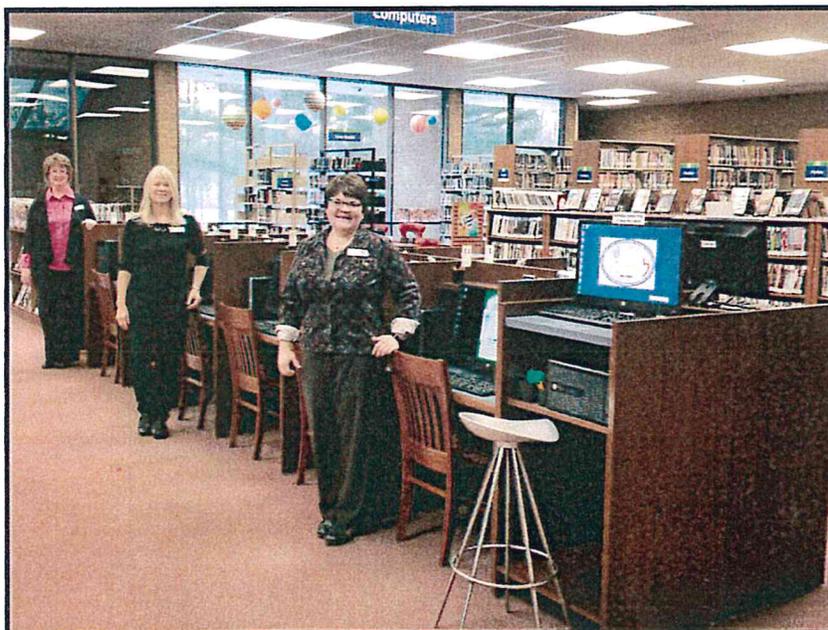


Muskegon Area District Library NORTON SHORES BRANCH Highlights for City of Norton Shores Fiscal Year July 2017-June 2018

TECHNOLOGY ASSESSMENT

The summer and fall of 2017 found the Muskegon Area District Library working on a new Technology Assessment for its system-wide operations. The assessment reviewed MADL's complete technology infrastructure, platforms and applications. A security audit was also done to help ensure network security and privacy standards. Following the assessment, a first step towards reconfiguring the overall network was the installation of new enterprise grade switches at all ten branch locations. In December 2017, the Norton Shores Branch also received two new state of the art self-check computers that make it extremely easy for library users to check out materials, renew items and review their account status all in one transaction by themselves. In January 2018, the Branch received nine additional new desktop computers for use by the public, which were installed along with a stunning new set of computer furniture purchased by the City of Norton Shores. The Norton Shores Branch now offers 16 computer workstations providing access to the Internet and other computer applications in a comfortable and private work space for library users. Future technology improvements stemming from the assessment include improving the current phone system by moving to a Voice Over Internet Protocol (VOIP) system that would be unified over all 10 locations, improving our patron phone experience and helping reduce costs. Upgrades for staff computer equipment are planned, along with a redesigned web page for MADL.



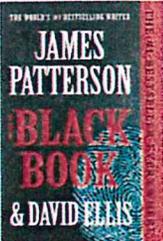
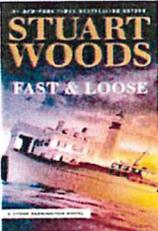
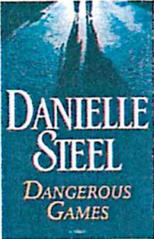
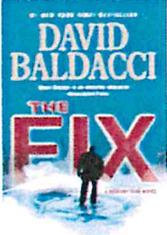
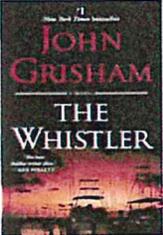
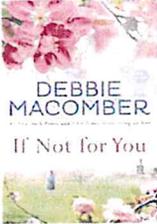
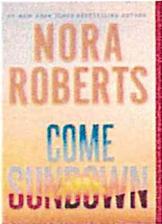
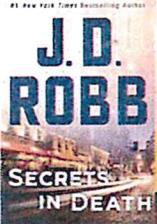
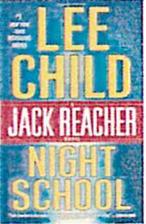
BY THE NUMBERS

The Norton Shores Branch continues to be the anchor location for the Muskegon Area District Library, handling 33% of both the overall circulation of materials and public visits for the system. Program offerings and attendance remained steady, and opportunities for community outreach and collaborations continued to grow.

CIRCULATION AND LIBRARY USE FY2017-18:

- 181,339 items went out the door
- 21,347 reference questions were handled
- 17,356 public computer sessions occurred
- Over 10,246 visits to the Library monthly
- 10,073 people attended 272 programs

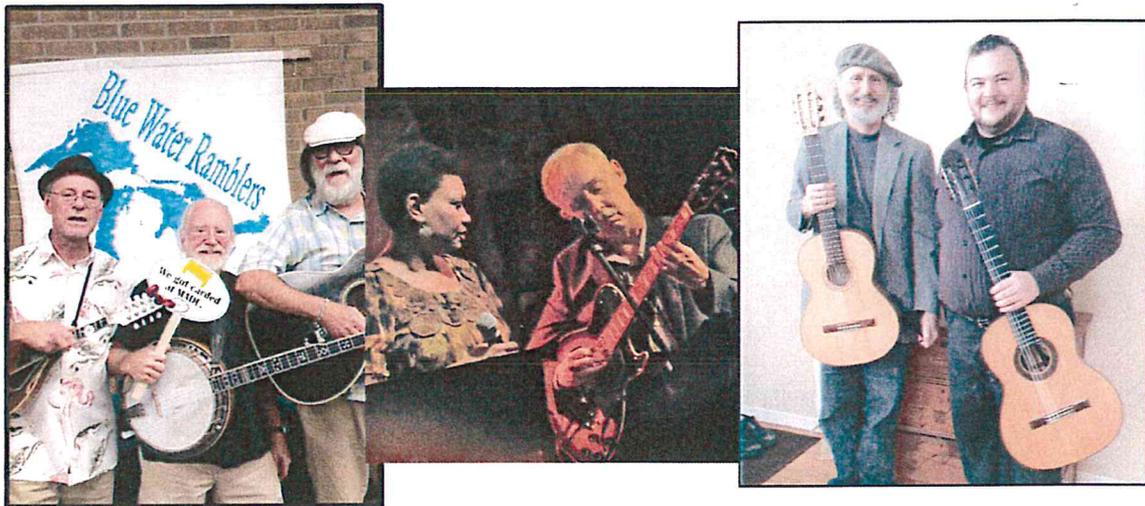
When considering that 181,339 items were checked out of the Norton Shores Branch during the city's FY 2017-18, it can be fun to see just what everyone has been reading! For the branch's fiscal year 2017, the top ten fiction books borrowed in descending order were:

1.  **JAMES PATTERSON & DAVID ELLIS**
BLACK BOOK
2.  **STUART WOODS**
FAST & LOOSE
3.  **DANIELLE STEEL**
DAANGEROUS GAMES
4.  **DAVID BALDACCI**
THE FIX
5.  **JOHN GRISHAM**
THE WHISTLER
6.  **JANET EVANOVICH**
TURBO TWENTY-THREE
7.  **DEBBIE MACOMBER**
IF NOT FOR YOU
8.  **NORA ROBERTS**
COME DROWN WITH ME
9.  **J.D. ROBB**
SECRETS IN DEATH
10.  **LEE CHILD**
JACK REACHER NIGHT SCHOOL

PROGRAM HIGHLIGHTS

MADL Thursday Night Music Club

The MADL Thursday Night Music Club continues to be one of the most popular events that the Norton Shores Branch offers. Music builds community and offers the branch a unique and welcoming way to engage with the public. This free live music concert series is made possible by the Almeda Boulton Memorial Fund of the Community Foundation for Muskegon County, the Friends of the Norton Shores Library and the Muskegon Area District Library. This past fiscal year included such diverse offerings as the folksy Blue Water Ramblers, jazz with Edye & Mike Hyde and classical music with the Lake Michigan Guitar Duo, along with local favorites Silverado (country), Max & Ruth Bloomquist (folk) and Uneven Ground (Celtic).



Recurring Popular Events

The MADL Crafters, a monthly free craft program for adults, is filled to capacity at every meeting. Underwritten by the Friends of the Library, whose support provides for up to 30 adults to learn a new craft and leave with a finished product each time, the Crafters have many regulars who come not only for the clever and artistic crafts but also the social interaction. **Patron Appreciation Day**, held every April during National Library Week, is an annual event that provides fun for everyone. Cake, crafts and prize drawings all day long underwritten by the Friends of the Library help the library staff show our library users how much we appreciate them. Another event growing in popularity, the **Community Shred Day**, had its second occurrence in May 2018, and participation went from just 500 pounds of personal papers collected the year before to 6000 pounds this past spring!



Summer Reading

Summer reading programs are a crucial aspect of the programming offered by the Muskegon Area District Library. Research documents the existence of the notorious “summer slide”, the loss of reading and literacy skills learned during the past school year experienced by students of all ages during summer vacation. The Norton Shores Branch provides seven weeks of a summer reading program aimed at motivating kids to read via a variety of activities and incentives along with six weeks of youth programming on Mondays, Wednesday and Fridays. *Build a Better World* was the theme for summer reading 2017, where programs such as “Touch a Truck” and “Habitats are Home” kept kids learning while having fun! Many thanks to the Norton Shores Police Department, Fire Department and Department of Public Works for sharing their vehicles and heavy duty equipment for the “Touch a Truck” event.



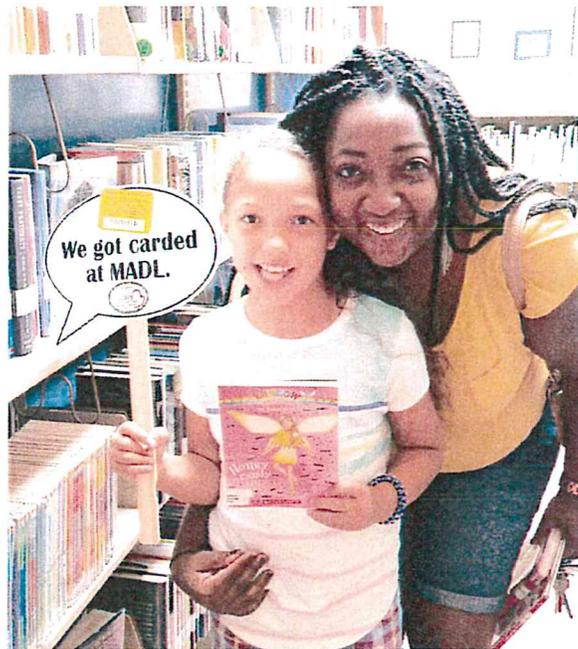
COMMUNITY COLLABORATIONS AND OUTREACH

The Muskegon Area District Library continues to look for opportunities to collaborate with community partners for programs and events at the branches as well as the chance to visit out in the community ourselves. July 2017 saw the Muskegon County Garden Club’s annual flower show at the Norton Shores Branch once more, and the Lakeshore Camera Club held their fall exhibition and competition in November. All year long the Norton Shores Branch hosted community education programs provided by the Michigan Attorney General’s Consumer Education Division, MSU Extension Services and the Great Lakes Chapter of the Alzheimer’s Association. MADL’s second year of providing the children’s activities at Arts & Drafts in August 2017 featured beautiful weather, with over 500 children and adults coming through to get library information, make crafts and enjoy three fun bouncy inflatables! In September 2017 Norton Shores Branch staff participated in the Roosevelt Park Day parade on another beautiful day, waving to library users and handing out candy. In March of 2018, youth services librarian Gillian Streeter and lead librarian Alison Purgiel had a terrific evening at Churchill Elementary School’s Family Literacy Night, sharing digital resources such as music, movies, audio books and e-books with our laptops, smartphones and blue tooth speakers.



CONCLUSION

The Norton Shores Branch of the Muskegon Area District Library remains dedicated to fulfilling the Library's values of access and inclusion, community focus, creativity and innovation and customer service. As implementation of MADL's technology assessment goals occurs, the Norton Shores Branch is looking forward to improved technology operations empowering staff to continue providing the best possible library experience to our users.



Respectfully submitted,

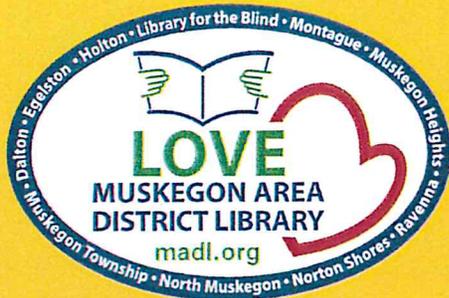
Alison Purgiel

Lead Librarian II

231-780-8844 | www.madl.org

705 Seminole Rd. | Norton Shores, MI 49441





OUR MISSION:

The Muskegon Area District Library (MADL) connects a diverse community to resources and services that educate, inform, enrich and entertain.



Serving 10 community branches in Muskegon County

DID YOU KNOW?

MADL IS THE ONLY DISTRICT LIBRARY IN THE STATE of Michigan that contracts with local municipalities who provide library buildings and pays a yearly branch capital payment of \$1.50 per square foot of library space to help with capital expenses. We also reimburse their expenses to maintain branch buildings; such as heat, lights, janitorial and grounds keeping services.

MADL Library Foundation

MADL established a Library Foundation Fund advised through the Community Foundation for Muskegon County.

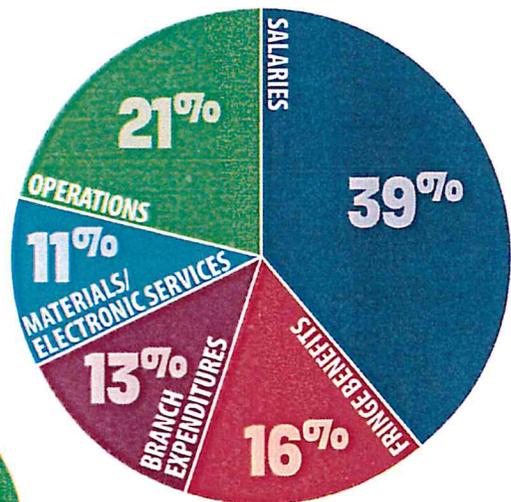
Friends of the Library Groups

The Friends groups support our branches by providing ongoing monetary support to bring high quality programs to our community. Not all branches have a friends group.

OPEN

6 DAYS PER WEEK
410 HOURS
54 EMPLOYEES

2018 BUDGET



TOTAL PATRONS

47,354

2017 STATISTICS

PUBLIC VISITS

389,501

PROGRAM ATTENDANCE

33,159

COMPUTER SESSIONS

61,658

NUMBER OF PROGRAMS

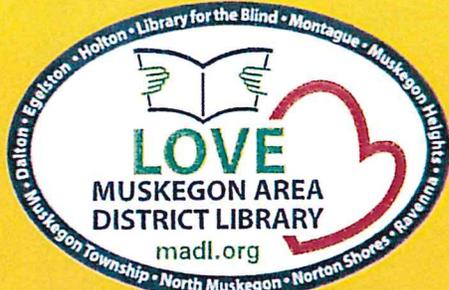
1,229

CARDS ISSUED

4,112

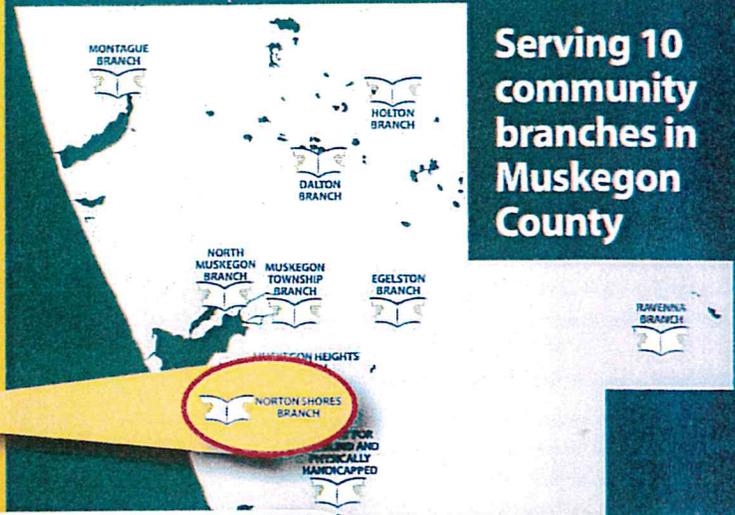
VOLUNTEER HOURS

1,641

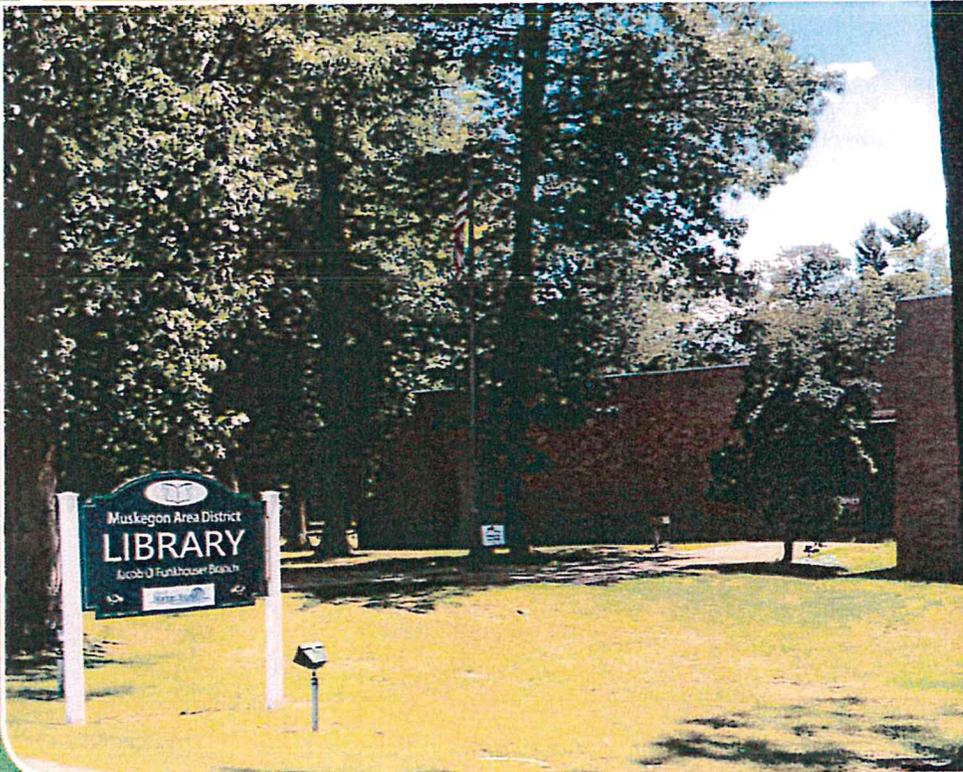


NORTON SHORES BRANCH

705 Seminold Rd. | Norton Shores 49441
231-780-8844



Serving 10 community branches in Muskegon County



M, T, W 9:00 am – 8:00 pm
TH, F, S 9:00 am – 5:00 pm



2017 STATISTICS

PUBLIC VISITS

128,872

PROGRAM ATTENDANCE

10,798

COMPUTER SESSIONS

18,114

NUMBER OF PROGRAMS

268

REFERENCE QUESTIONS

21,347

BRANCH CIRCULATION

189,469

