

AGENDA 8a5

DATE 9.1.15

Muskegon Area District Library

NORTON SHORES BRANCH

At a Glance

MUSKEGON AREA DISTRICT LIBRARY

madl.org



YOUR ADVENTURE STARTS HERE

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: 2014

Branch Visits

133,833

(Average 11,153 patrons
through the door each month)

Branch Circulation

205,408

(35% of MADL’s total
circulation)

Branch Computer Sessions

15,520

Branch Reference Questions

16,741

Branch Programs Offered

198

Branch Program Attendance

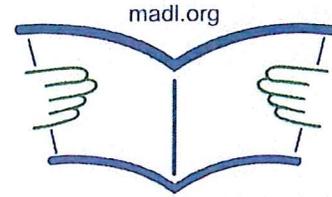
5,993

Branch Size of Collection

71,747 items

Muskegon Area District Library Norton Shores Branch

Highlights for City of Norton Shores Fiscal year 2014-15



Muskegon Area District Library
Your adventure starts here.

A YEAR OF GROWTH

The Norton Shores Branch Library saw record-breaking circulation for the Muskegon Area District Library's Fiscal Year 2014. 205,408 items were checked out from the Library, and the location averaged 11,153 people through the interior doors into the Library to check out materials, use the public computers or attend programs. Computer usage was significantly up, and overall branch programming and attendance also increased. The amount of materials added to the Norton Shores Library's collections for patron use also increased 16% from 2013.



PROGRAMMING HIGHLIGHTS

- MADL Thursday Night Music Club

A series of free monthly concerts featuring local and regional artists is underwritten by the Almeda Boulton Fund of the Community Foundation of Muskegon County and the Friends of the Norton Shores Library. These musical events have been extremely popular and attendance continues to grow.

- **MAKE IT @ MADL**

A makerspace is a learning environment rich with possibilities. Making is about getting hands-on and learning new skills. The Norton Shores Branch Library has had success with a variety of different make-it programs this year, from home brewing to arm knitting to acrylic painting workshops.

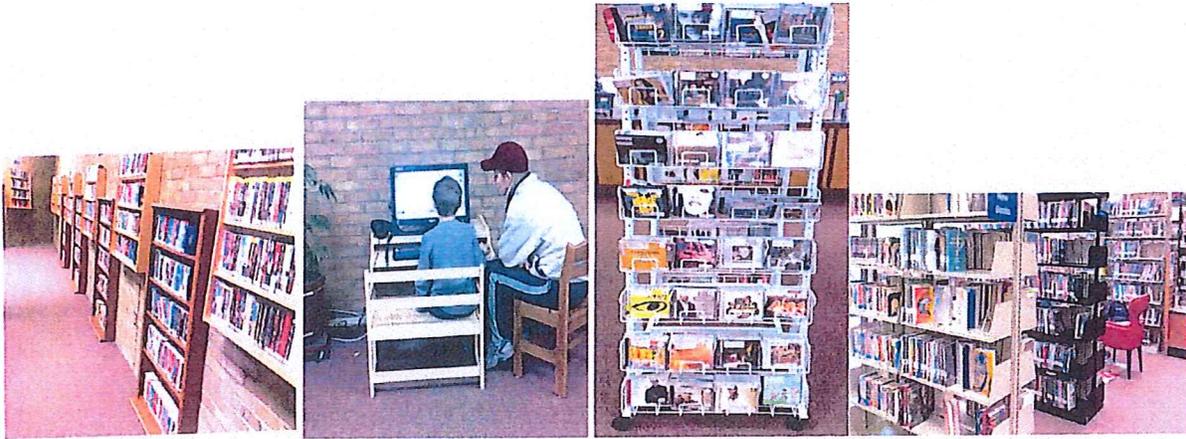
- **BOOKS IN BLOOMS: Annual Standard Flower Show**

A new collaboration between the Norton Shores Branch Library and the Muskegon County Garden Club resulted in the Club's judged flower show being held for the first time in the Library's Community Room and hallways on August 13, 2014. The show theme was Books in Bloom, and the exhibition categories for the show were tied in with book titles. The event was deemed a success by both the Library and the Club. Both parties hope that this may become an annual event to host the show at the Library.

- **ARTS AND DRAFTS**

After having so much fun the first year, the Friends of the Norton Shores Library again hosted a booth at the 2nd annual Norton Shores Arts & Drafts event at Ross Park on August 16, 2014. Friends of the Library staffed the booth in shifts along with myself and the youth services librarian. Library services and programs were promoted and children had an opportunity to make a scratch art book mark. This event has become a great way to connect outside the Library with the community we serve.





RESOURCE HIGHLIGHTS

- **NEW SHELVING**

New paperback shelving and teen book collection shelving was purchased and installed by the city of Norton Shores. The Library did a large shift in the adult fiction by taking down the last full row of adult fiction shelving and adding a range to each of the remaining six rows. That move freed up space in teen fiction area to double up rows and provide more space between shelves plus another full range of shelving for the growing teen book collection. The Friends of the Norton Shores Library also purchased new music CD shelving which has allowed the music collection to be expanded.

- **EARLY LITERACY COMPUTERS**

A major focus of the Muskegon Area District Library is service to children ages 0-5 years. Many thanks go to the Friends of the Norton Shores Library for the purchase of two digital early learning computer stations for the Children's Section this year. These computers boast over 70 different educational programs, including games, musical instrument applications, encyclopedias, maps, and art programs. The computers are compact and include a mouse and oversize keyboard for older children to practice computer skills. The monitor is also a touch screen, enabling younger children to develop hand-eye coordination without the frustration of mice and keyboards. Since their addition to our Children's Section in February, they've been in nearly constant use.

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

NORTON SHORES BRANCH

Muskegon Area District Library

Annual Branch Totals

Branch Mgr: Alison Purciel
Fiscal Year July 2014-June 2015

Annual Library Use Statistics

	TOTALS		2014-15											
	FY2013-14	FY2014-15	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15
Circulation & Use	199,942	212,354	21,584	20,218	17,823	17,068	15,905	15,833	16,517	15,193	17,563	16,851	16,551	21,248
Microfilm	207	182	19	12	16	28	0	14	24	19	15	12	11	12
Computer Use	14,062	17,319	1,475	1,533	1,500	1,534	1,205	1,329	1,250	1,180	1,342	1,628	1,544	1,799
New Registrations	1,235	1,358	159	93	121	134	88	86	88	86	102	120	73	208
Patron Count	142,185	128,098	13,590	11,840	9,743	11,172	8,885	9,331	9,728	9,341	10,375	10,957	10,517	12,619
Reference Questions	5,414	5,000	910	168	340	405	204	312	480	513	372	378	375	543
Directional Questions	14,895	12,580	1,430	1,842	1,125	945	880	745	860	820	640	792	872	1,629
Total	20,309	17,580	2,340	2,010	1,465	1,350	1,084	1,057	1,340	1,333	1,012	1,170	1,247	2,172

Annual Additions to Collection

	TOTAL		2014-15	
	FY2013-14	FY2014-15	Adult	Juvenile
Hardcover	3,364	3,632	2,447	1,185
Gift	51	19	8	11
Total	3,415	3,651	2,455	1,196
Paperback	773	790	476	314
Gift	0	2	0	2
Total	773	792	476	316
DVDs	441	571	406	165
Audiobooks	155	384	296	88
Music CDs	25	158	110	48

Annual Conference Room Use

	TOTAL		2014-15	
	FY2013-14	FY2014-15	Individuals	Groups
Use (Group & Individual)	572	745	571	959
Attendance	1643	2076	174	2076

Annual Program Attendance

	TOTAL		2014-15	
	FY2013-14	FY2014-15	# Programs	Attendance
Children	107	2,669	130	3,666
Teens	16	108	18	110
Adults at youth programs	123	1,133	148	1,520
Adults	55	1,156	52	2,128