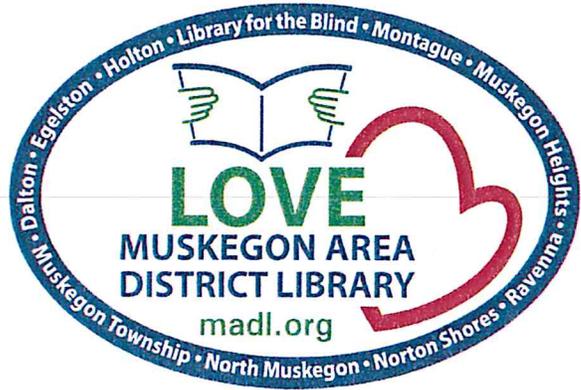


Muskegon Area District Library

NORTON SHORES BRANCH

**Highlights for
City of Norton Shores
Fiscal Year
July 2016-June 2017**



STRATEGIC PLAN

Following the millage renewal in August 2016, the Muskegon Area District Library began the process of planning a strategy for the development of a new five year plan for the Library system. MADL administration worked closely with Library Strategies Consulting Group of St. Paul, MN, to complete the process within a six month time frame, and the Norton Shores Branch staff and our library users were very involved. Information was gathered via a variety of methods, including a community data audit, a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, a community survey and a community retreat. Norton Shores Branch staff participated in surveys and the SWOT analysis and many of our Norton Shores Branch library users also completed surveys and attended the one day community retreat in April 2017. Once information was gathered and analyzed, it became clear that library service themes of early literacy, lifelong learning, technology improvements and the Library for the Blind & Physically Handicapped were important to the communities MADL serves. A final strategic plan is now in place to help MADL plan more effectively for our future and to guide staff in providing the best possible library service to our public. Please see below the new Mission, Vision and Values statements from the Strategic Plan.

MISSION

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

VISION

The Muskegon Area District Library is recognized as a primary resource for literacy and learning; a gathering place for families, cultural and civic life; and a contributor to the community's economic development. We ensure public sharing of digital and print materials, and innovative technologies.

VALUES

Access and Inclusion

We work to ensure equal access for all. We foster and maintain a climate that is inclusive.

Community Focus

We provide resources and services to meet community needs.

Creativity and Innovation

We support creativity in the workplace and we innovate together to better serve the community.

Customer Service

We welcome people and treat them with friendliness and respect.

Intellectual Freedom

We provide information representing all points of view. We recognize each individual's right to access information. We respect the privacy of library users.

Stewardship

We strive to oversee public resources efficiently and effectively.

BY THE NUMBERS

Circulation of materials at the Norton Shores Branch Library totaled 198,666 items—showing a 4% decrease from the City's fiscal year 2015-16 total. This circulation change was expected with the Fruitport Branch Library leaving the Muskegon Area District Library in December of 2016. In fact, the decrease turned out to not be as significant as originally thought, as historically Fruitport residents have accounted for approximately 6% of the Norton Shores Branch's annual circulation.

Significant growth was noted in other areas of service. Use of the public computers for internet access was up 3% for the City's fiscal year 2016-17, which in turn is following a 9% increase from the previous fiscal year. Patron visits also continued to rise, with an increase of 4% for the City's FY 2016-17, which translates into about 11,000 people per month entering the Library itself.

The exciting news for FY 2016-17 is that the Norton Shores Branch experienced a 19% increase in program attendance! This was an area of service that staff had committed to focusing on, offering 55 more programs for all age groups than the year before. Norton Shores Branch staff continues to commit to the goal of being a gathering place for the community we serve.

WHAT DO WE DO ALL DAY?

One of the comments that the Norton Shores Branch staff often hear from our library users is how wonderful it must be to be able to sit and read books all day. This always makes us smile, because reading a book, unless it's at storytime, is the one thing we *don't* do while working at the Library! It does make staff realize that people just aren't aware of what we work at all day long. To help resolve that issue, here is a sampling of what kept us busy in the Library just in the months of October and November 2016:

- Handled 4,042 reference questions both in person and on the telephone, ranging from "can you help find a good book to read" or "where can I get free help with my Medicare enrollment" or "what's the Accelerated Reader level for this title" or "how long do I need to defrost the turkey" to "why is the flag at half-staff today"
- Assisted our library users with 1,031 technology interactions, including computers, laptops and tablets, Internet sites, smart phones, e-readers and photocopier. Assistance included demonstrating how to download e-books, explaining how a new smart phone works, setting up an email account for the first time, scanning a document from the photocopier or accessing the Walmart web site to apply for a job.
- Gave out 222 new or replacement library cards, a process that includes both paperwork and data entry on the computerized library circulation system
- Provided 21 storytimes for ages 0-5, with 734 kids & caregivers participating. Storytimes include music and singing, movement and dancing, stories and a craft.
- Offered 35 other programs for all ages, with 1,106 people attending. Events included Page to Screen movie/book club meetings, live music concerts, regular book club meetings, Bow WOW Readers (kids reading to therapy dogs), Spanish for Kids early language classes, an open house for MADL's Blind and Physically Handicapped Library, adult craft programs, special visit by life-size book characters Elephant & Piggie, a Halloween party, two teen club meetings, a dinosaur program and an epic Nerf Battle for International Games Day.



PROGRAMMING HIGHLIGHTS

MADL THURSDAY NIGHT MUSIC CLUB

One of the most popular events at the Norton Shores Branch continues to be the monthly free live music concerts. This 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. Musical groups from around the state as well as local performers are featured, and this past year included a fun holiday concert with the West Michigan Symphony Children's Choir, an amazing February concert featuring internationally known ragtime pianist Reginald Robinson from Chicago, and outstanding Japanese drumming ensemble group Raion Taiko from the Detroit area in May.



YOUTH SERVICES GOING STRONG

The Norton Shores Branch continued the Muskegon Area District Library's strong commitment to youth services for the City's fiscal year 2015-2016. The summer reading program for 2016 had almost 600 kids and teens registered and participating, helping to prevent the dreaded "summer slump" in the reading and literacy skills they had been working on during the school year, along with seven weeks of accompanying programming. Baby, toddler and preschool storytime programs aimed exclusively at children ages 0 to 5 are scheduled all year long, providing quality interactions via music, movement, language, rhyme and rhythm to help develop those all important pre-lingual and pre-literacy skills. The Muskegon Area District Library's Youth Services staff arranged for beloved easy reader book characters Elephant and Piggie (created by author Mo Willems) to visit the Norton Shores Branch in all their oversized glory, to the great delight of large numbers of kids. Not only did Elephant and Piggie have their own special event at the Library but they also made some trips to Campbell, Ross Park and Lincoln Park Elementary Schools to visit with young fans.



COMMUNITY COLLABORATIONS

Fiscal year 2016-2017 was another banner year for community collaborations for the Norton Shores Branch. Public education programming with such community partners as the Muskegon YMCA, the Michigan Attorney General's Consumer Education Division, Alzheimer's Association-Michigan Great Lakes Chapter and Resilience Muskegon resulted in great opportunities for these community organizations to connect with the people they serve in a familiar setting—the Library. Cultural connections continue to grow as well. The Norton Shores Branch once again sponsored the Muskegon County Garden Club's Annual Standard Flower Show, now expanded into a two-day event. The Lakeshore Camera Club became a new collaboration partner with the Library in 2017 to provide an amazing photography exhibit and competition, featuring local artists with outstanding talent. The Norton Shores Branch also continued its support of the communities we serve via some fun outreach events. For the first time the Muskegon Area District Library took on the sponsorship of the youth activities at the city of Norton Shores' Arts & Drafts festival in August 2016. Three different fun craft activities were offered by MADL staff and volunteers and the Friends of the Library underwrote both an inflatable castle and inflatable 30 foot-long obstacle course for kids of all ages to enjoy. Regretfully, the weather cut the activities short this year, but the event was an extremely positive experience and the Library is looking forward to next year. The Norton Shores Branch staff also participated in the Roosevelt Park Day parade in August 2016 as well—another rainy event again, but staff enjoyed connecting with those parade goers who braved the weather and cheered for the Library.



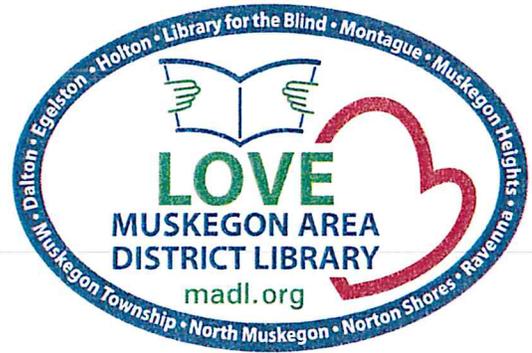
CONCLUSION

The end of fiscal year 2016-17 for the city of Norton Shores finds the Norton Shores Branch committed to following the Muskegon Area District Library's new Strategic Plan, which will guide us in providing our community with the best possible library experience.

Respectfully submitted,
Alison Purgiel, Lead Librarian II
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Muskegon Area District Library

**NORTON
SHORES
BRANCH**



At a Glance

Norton Shores Branch Overview: 2016

The Muskegon Area District Library, (MADL) serves 105,852 citizens in Muskegon County at its ten local branches. In 2016, citizens in nineteen local governmental units approved a 1.249 millage to fund MADL. Serving the community six days a week, the Muskegon Area District Library offers programs, services and entertainment to enrich the lives of all county residents.

Branch Visits

132,432

(Average 11,036 patrons through the door each month)

Branch Circulation

201,490

(34% of MADL's total circulation)

Branch Computer Sessions

19,671

Branch Reference Questions

17,026

Branch Programs Offered

247

Branch Program Attendance

10,014

Branch Size of Collection

69,273 items

NORTON SHORES BRANCH Muskegon Area District Library Annual Branch Totals		Branch Mgr: Alison Purgiel Fiscal Year July 2016-June 2017													
Annual Library Use Statistics		TOTALS		FY2015-16		FY2016-17		2016-17		2016-17		2016-17		2016-17	
		TOTAL		FY2015-16		FY2016-17		Adult		Juvenile		2016-17		2016-17	
		TOTAL		FY2015-16		FY2016-17		Adult		Juvenile		2016-17		2016-17	
Circulation & Use	Circulation	207,120	198,666	18896	19254	16564	16415	15871	15871	15871	15871	15871	15871	15871	15871
	Microfilm	134	287	23	31	27	32	8	8	8	8	8	8	8	8
	Computer Use	18,905	19,528	1475	2049	1746	1911	1626	1627	1627	1627	1627	1627	1627	1627
	New Registrations	1,387	1,378	159	102	135	87	135	108	108	108	108	108	108	108
	Patron Count	128,810	134,000	13218	12986	11132	11176	10302	9770	9770	9770	9770	9770	9770	9770
Reference Questions Machine Assistance Total		5,000	20,174	1600	1561	1662	1724	2318	2219	2318	2318	2318	2318	2318	2318
		12,580	4,393	353	383	503	360	671	305	344	305	344	305	344	305
		17,580	24,567	1953	1944	2165	2084	2989	2524	1909	1909	2084	1935	1729	1548
Annual Additions to Collection		TOTAL	TOTAL	2016-17	2016-17	2016-17		2016-17		2016-17		2016-17		2016-17	
Hardcover	New	3723	3865	2642	1223										
	Gift	43	27	15	12										
	Total	3766	3892	2657	1235										
Paperback	New	796	916	450	466										
	Gift	36	8	3	5										
	Total	832	924	453	471										
DVDs Audiobooks Music CDs	Total	606	638	497	141										
	Total	182	295	274	21										
	Total	158	277	228	49										
Annual Conference Room Use		TOTAL	TOTAL	2016-17		2016-17		2016-17		2016-17		2016-17		2016-17	
Use (Group & Individual) Attendance		FY2015-16	FY2015-16	FY2016-17		FY2016-17		FY2016-17		FY2016-17		FY2016-17		FY2016-17	
		756	973	165		4629		1217		1403		2620		2620	
		1986	2620	20		293		266		1403		2620		2620	
Annual Program Attendance		TOTAL	TOTAL	FY2015-16		FY2016-17		FY2016-17		FY2016-17		FY2016-17		FY2016-17	
		FY2015-16	FY2015-16	FY2016-17		FY2016-17		FY2016-17		FY2016-17		FY2016-17		FY2016-17	
		# Programs	Attendance	# Programs		Attendance		Attendance		Attendance		Attendance		Attendance	
Children		140	3824	165		4629		1217		1403		2620		2620	
Teens		19	108	20		293		266		1403		2620		2620	
Adults at youth programs		159	2156	185		2157		2157		2157		2157		2157	
Adults		51	2487	80		3140		80		3140		3140		3140	
TOTAL		210	8575	265		10219		265		10219		10219		10219	