

2021 Annual Report

MUSKEGON AREA DISTRICT LIBRARY



Public Visits
182,233



Digital Services Usage
147,923



Computer Sessions
23,128

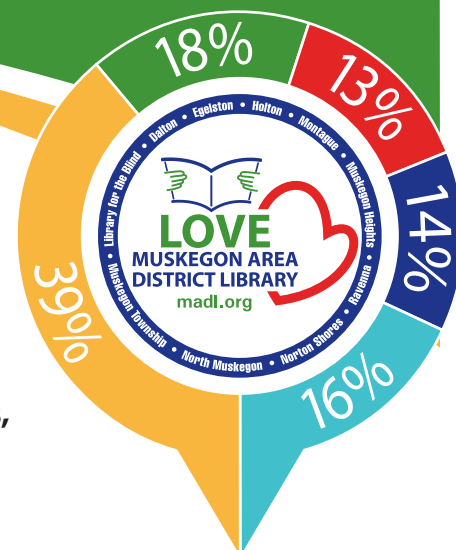


Library Cards Issued
3,497



Summer Reading Participants
2,053

- **Salaries:**
39%—\$1,792,728
- **Fringe Benefits:**
18%—\$829,079
- **Operations, Programs, and Technology:**
13%—\$563,422
(down due to Covid-19)
- **Materials/Electronic Services:**
14%—\$640,377
- **Branch Expenditures:**
16%—\$750,980
(up due to branch remodels)



Total Budget
\$4,576,586

The Muskegon Area District Library is Muskegon's largest public library system with ten community branch libraries, a Bookmobile, and the Library for the Visually and Physically Disabled. It serves 105,852 residents in 19 municipalities and is open 24/7 with on-line resources.

Expanded Hours – MADL increased the overall hours to better serve the community. All branches are open six days a week, and all are open Saturdays. The Norton and Township branches are open on Sundays, Memorial Day – Labor Day.



NO FINES

MADL Eliminates Fines

During April National Library Week, Muskegon libraries partnered to eliminate overdue fines for items. Unpaid late

fines were forgiven. MADL, together with Hackley Public Library and White Lake Community Library are providing improved access to library services by eliminating fines.



New Branch Location

An inviting contemporary new Muskegon Township branch library offers library services at a highly visible location on Apple Avenue. The relocated branch opened in July and features a relaxing and modern interior design.

Expanded Technology = Better Service

- MADL extended the Wi-fi range for public use at all branches to improve internet accessibility
- Added more hotspots for lending—over 100 are available
- Wireless printing from any internet device—upload documents from your device to any MADL printer for pick up
- Portable iPad Kits ready for checkout include an iPad, mouse, keyboard, hotspot and a carrying case



EARLY LITERACY A MAJOR PRIORITY



Summer Reading Club

All summer long, thousands of adults and kids participate in the Summer Reading Club. Our Club includes a partnership with Maranda, family expert from WOOD-TV. One lucky winner is randomly selected from 80 West Michigan libraries to win a Grand Prize. This year's winner was 10-year old Noah Warden, from the Muskegon Heights Branch Library.

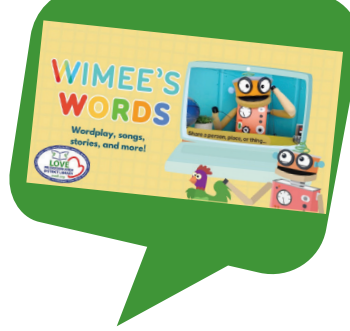
Pictured: Noah Warden and family; Maranda; Jonathon Blocher, Muskegon Heights Branch Team Leader; Maurice Sain, Muskegon Heights Police Chief and Doug Hughes, MADL Board Chair.



Storyville Villages Opened

They're fun, and lively early literacy learning spaces, like no other and they're right here in Muskegon. The three new, one-of-a-kind Storyville Villages for children 0-5 and their caregivers, are fully open at the Montague, Muskegon Heights and Norton Shores branches. Each custom designed Village helps children prepare for kindergarten by focusing on playing, reading, singing, talking and writing. It's where imaginations can run wild.

Storyville Villages attract thousands of visitors—4,894 people have enjoyed the fun interactive early literacy spaces.



Wimee's Words

Underwritten by the Gerber Foundation, MADL streamed this new online interactive LIVE kids show on its Facebook page. Wimee's Words is a fun and interactive early literacy show featuring a singing robot, story writing, a science bird, Spanish learning, musical guests, and daily features.



New Bookmobile—Mobile Outreach

The custom-built Bookmobile is a full service, tech-friendly mobile branch library where you can check out best-selling books, DVDs, video games, hotspots and more. It has printing and charging stations, computers and wireless hot-spots. The library on wheels travels throughout Muskegon County to rural and outlying areas for people who may not have a library branch nearby.

STRATEGIC PLAN 2022–2024 GOALS AND STRATEGIES

GOAL 1:

Expand access and awareness to library resources

- **Evaluate** hours of operation and provide services for the community during accessible times
- **Provide** expanded delivery options for patrons
- **Ensure** that up-to-date technologies, Internet access and related assistance are available
- **Increase** marketing and expand outreach opportunities

GOAL 2:

Update programs, resources, and spaces and materials

- **Broaden and expand** innovative program offerings for non-traditional patrons, teens, adults, or patrons experiencing barriers to library services
- **Further the growth**, accessibility, and awareness of digital materials
- **Maintain** clean, safe, and welcoming facilities and functional spaces
- **Improve** engagement of community partnerships, schools, and other library affiliates to provide additional programming space or specialized services

GOAL 3:

Support equity, diversity, and inclusion

- **Be intentional** with staff training and professional development
- **Aspire** to represent and reflect our community internally, with purposeful hiring
- **Review and evolve** the collection to reflect community needs, including adding more English-learner materials and non-English materials
- **Develop** new **or expand** current programs for under-served or under-represented populations

