FROM THE DIRECTOR

An Update from Kelly Richards, Director

The Muskegon Area District Library—your community’s public library—plays a critical role in the quality of life and growth in our community. We understand this important role and we are committed to providing a relevant service now and for years to come.

Following the millage renewal in August, 2016, we moved ahead quickly with several initiatives that were on hold. In December, we began the process of planning a strategy for the development of a new five-year Strategic Plan. The Board of Trustees approved our new Strategic Plan in June. The last strategic plan was developed in 2010.

Strategic planning is important as it provides us with a sense of direction and helps us develop measurable goals. It is a tool that is useful for guiding our day-to-day decisions and also for evaluating progress and for changing approaches when moving forward.

We worked closely with Library Strategies Consulting Group on a six-month process to develop a new plan. We are thankful for all of the wonderful input and involvement from employees, friends, trustees and our community during this process. Various elements of information were used during the process, including a community data audit, SWOT analysis, (Strengths, Weaknesses, Opportunities and Threats), a community survey and a community retreat.

Through all of these various elements, consistent themes emerged that centered primarily on early literacy, lifelong learning, technology improvements and the Library for the Blind and Physically Handicapped. Our final Strategic Plan is now in place to help us plan more effectively for the future and guide us in our work to provide the best library service for you during the next five years. At right is our 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.

SPLAT THE CAT TO “PURR FORM” IN SEPTEMBER!

Splat the Cat is where it’s at! Splat the Cat, a black cat, lives with his dad, mom, Little Six, and Splat’s best mouse friend, Seymour. Together, Splat the Cat and Seymour can take on any adventure.

Splat the Cat book character will premiere at all library branches mid-September. The community and local schools will be invited to join in the fun. Details on page 3.

Summer Programs Draw Hundreds of Children, Parents, and Friends

This summer we were bustling with activity when we offered diverse learning programs including magic, building, puppets, t-shirt painting and live animals. We also offered a great Summer Reading Club for all ages, where participants earned great prizes.

Summer reading programs engage young minds and prevent the loss of critical thinking skills that occurs when school is not in session; also known as the summer slide. Reading is important to continue with basic literacy. By offering high quality summer reading activities, we can narrow the gap and help to create lifelong learners.

NEW On-Line Service

NextReads delivers reading recommendations directly to your email. Readers can choose from more than 25 newsletters, each one focused on a genre or topic. The newsletters automatically link back to our catalog, making it easy for you to get more information or to place a hold. NextReads newsletters are written by award-winning book experts.

Visit our website, madl.org and check out this new service along with many other 24/7 on-line resources. Other resources are also listed on our bookmarks, shown here. Use your MADL Library card to access our on-line catalog for books, e-books, movies, CDs, DVDs and more.
Celebrate Norton Shores Branch
2:00 pm sewing machines provided.
Storytime Lunch & Learn
Tuesday, October 10 11:00 am – 12:15 pm Holton Branch Attend this regularly scheduled Storytime with added value. Great Start Collaborative will bring lunch, sensory activities, themed learning stations, and information about more community resources for families with young children. Call 231-821-0268 to register.
Family Fun Night: Photo Scavenger Hunt Tuesday, October 10 6:00 pm Holton Branch Bring your digital camera, phone or other photo taking device and explore the library on this fun scavenger hunt.
Storytime Lunch & Learn Wednesday, October 11 11:00 am – 12:15 pm Muskegon Heights Branch Attend our regularly scheduled Storytime and stay for lunch provided by Great Start Collaborative. GSC will also bring sensory activities, themed learning stations, and information about community resources for families with young children. Call 231-739-6075 to register.
Storytime Snack & Learn Tuesday, October 17 9:45 am – 11:00 am Ravenna Branch Great Start Collaborative will join our regularly scheduled storytime with snacks, sensory activities, themed learning stations, and information about more community resources for families with young children. Call 231-853-6975 to register.
Storytime Snack & Learn Thursday, October 19 9:30 am – 10:45 am Egelston Branch Attend this regularly scheduled Preschool Storytime and stay for snacks, sensory activities, themed learning stations, and information about more community resources for families with young children provided by Great Start Collaborative. Call 231-788-6477 to register.
Storytime Snack & Learn Thursday, October 19 10:15 am – 11:30 am Egelston Branch Come early for our regularly scheduled Tiny Tots Storytime and join Great Start Collaborative with snacks, sensory activities, themed learning stations, and information about more community resources for families with young children. Call 231-788-6477 to register.
Art Attack Saturday, October 21 10:00 am Ravenna Branch Come to the library and get your creative juices flowing. We will have an array of craft supplies and art materials for kids to use and make whatever their creative (he)arts desire.
Family Fun Night: Photo Scavenger Hunt Monday, October 23 6:00 pm Montague Branch Bring your digital camera, phone or other photo taking device and explore the library on this fun scavenger hunt.
Zombie Fest Wednesday, October 25 4:00 pm Norton Shores Branch Make some zombie sock puppets (bring your own adult-sized sock), practice your zombie moves, and enjoy some creepy treats. Ages 3 – 12. Call 231-780-8844 to register.
Halloween Stuffed Animal Sleeper Wednesday, October 25 6:00 – 7:00 pm Egelston Branch Wear your costume and bring along a stuffed friend to hear spooky stories and make oobleck. Then, tuck in your friend for their sleepover. Friday, October 27, pick up your stuffed friend and find out what they were up to overnight. Bring a stuffed friend you won’t mind leaving at the library overnight. Ages 3 – 12. Call 231-788-6477 to register.
Halloween Party Saturday, October 28 10:30 am Muskegon Heights Branch Come dressed in your Halloween costumes for a parade. There will also be games, crafts, and snacks provided.
International Games Week October 30 – November 4 All MADL Branches MADL will join thousands of libraries around the world during International Games Week to bring our communities together to read, learn and play. Enjoy tabletop and board games at all branches during the week of October 30 – November 4. Each branch will also have a Giant Game Day celebration.
Trick or Treat at the Library Tuesday, October 31 4:00 pm Muskegon Heights Branch Make a Halloween craft, show off your costume, and watch a Halloween themed movie.
Mustache Shenanigans November 1 – 30 Egelston Branch Check out a mustache book from our display and get a mustache to take home.
Veteran’s Week Celebration Monday, November 6 – Saturday, November 11 Ravenna Branch Give thanks to our veterans by creating a card that will be sent to a local veteran’s home. All ages welcome.
Family Fun Night: Glow-in-the-Dark Tuesday, November 7 6:00 pm Holton Branch Bring the whole family to the library for stories, music, crafts and more… in the dark. Take home a glow-in-the-dark craft.
Candy Cornucopia Saturday, November 18 10:00 pm Ravenna Branch Get in the Thanksgiving spirit by creating your own candy cornucopia. Space is limited. Call 231-853-6975 to register.
Family Fun Night: Glow-in-the-Dark Monday, November 27 6:00 pm Montague Branch Bring the whole family to the library for stories, music, crafts and more… in the dark. Take home a glow-in-the-dark craft.
Family Fun Night: Gingerbread Monday, December 4 6:00 pm Montague Branch Bring the whole family to the library for an all-about-gingerbread event. Hear some favorite stories and make a gingerbread craft.
Family Fun Night: Gingerbread Tuesday, December 5 6:00 pm Holton Branch Bring the whole family to the library for an all-about-gingerbread event. Hear your favorite stories and make a gingerbread craft.
Homemade Holiday Cards Wednesday, December 6 6:00 – 7:00 pm Egelston Branch Use scrapbooking and other art materials to create Christmas cards that will brighten someone’s day. All ages welcome. Call 231-788-6477 to register.
Make It & Take It — Doll Clothes Saturday, December 9 11:00 am – 1:00 pm Muskegon Heights Branch Come and learn how to make simple doll clothes with instructor Julie Shyne, referencing the book, “I Can Make Dolls’ Clothes” by Louise Scott-Smith and Georgia Vaux. Materials will be provided. Call 231-739-6075 to register.
Gingerbread Houses Wednesday, December 13 4:00 pm Norton Shores Branch Build and decorate a gingerbread house with us. Space limited to 30. Ages 5 and up. Call 231-780-8844 to register.
Family Film Series: Lego Batman Wednesday, December 20 2:00 pm Norton Shores Branch Enjoy pop, popcorn, and crafts while watching Lego Batman. Families welcome.
Family Film Series: Lego Batman Thursday, December 21 2:00 pm Egelston Branch Enjoy pop, popcorn, and crafts while watching Lego Batman. Families welcome.
Kid’s Movie Afternoon Thursday, December 21 2:00 pm Norton Shores Branch Enjoy pop, popcorn, and crafts while watching the classic Jumanji before seeing the new film. Families welcome.
**Splat the Cat**
Pictures on our Facebook Page.
Bring your camera and share your picture with him, and make a craft.

**Cat. Hear Splat stories**
Saturday, September 16
Holton Branch
Monday, September 18
Muskegon Township Branch
3:30 pm

**November 27**
September 25, October 23,
The fourth Monday of the month
**2:00 pm**
Norton Shores Branch
Monday, October 2
Muskegon Heights Branch

**Wednesday, September 16**
4:00 – 5:00 pm
**North Muskegon Branch**
Egelston Branch

**Monday, October 30**
1:00 – 2:00 pm
Montague Branch

**Saturday, November 4**
2:00 pm
Norton Shores Branch

**Tuesday, November 7**
4:30 pm
Muskegon Heights Branch

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**International Games Week**
**GIANT Game Day**
So you think you’ve got game? Read, learn, and play during International Games Week. Join us for GIANT games including Jenga, Connect 4, Memory and more.

**Monday, October 30**
1:00 – 5:00 pm
**Muskegon Township Branch**

**Monday, October 30**
3:00 pm
**North Muskegon Branch**

**Wednesday, November 1**
3:30 pm
Ravenna Branch

**Wednesday, November 1**
6:00 pm
Holt Branch

**Thursday, November 2**
4:00 pm
Dalton Branch

**Saturday, November 4**
11:00 am
Montague Branch

**Saturday, November 4**
11:00 am
Egelston Branch

**Saturday, November 4**
2:00 pm
Norton Shores Branch

**Tuesday, November 7**
4:30 pm
Muskegon Heights Branch

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**Bow Wow Readers**
Bow Wow Readers is a read-aloud program that pairs kids with registered therapy dogs and handlers from the Muskegon Lakeshore Obedience Training Club, Dog Blessed or Alliance of Therapy Dogs. Share a book as you sit and read aloud to a furry friend and practice your reading skills with confidence. Kids ages 5 and up will be scheduled for 15-minute time slots. Spots limited, registration required by calling your branch library.

**Tuesday, September 5**
4:30 – 5:00 pm
**Muskegon Heights Branch**
Call 231-739-6075 to register.

The second Tuesday of the month
September 12, October 10, November 14
4:00 – 5:00 pm
**Dalton Branch**
Call 231-828-4188 to register.

The third Tuesday of the month
September 19, October 17, November 21
6:30 – 7:45 pm
**Norton Shores Branch**
Call 231-786-8844 to register.

The fourth Monday of the month
September 25, October 23, November 27
4:00 – 5:00 pm
**Holton Branch**
Call 231-821-0268

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**LEGO CLUB**
Prove your LEGO fandom and show us your skills. Build alone or with friends to make a masterpiece for display in the Library. We provide the LEGO; you provide the creativity. No experience needed to join the fun.

**The third Monday of the month**
September 18, October 16, November 20, December 18
4:00 – 7:00 pm
**Holton Branch**

Every Saturday
September 9 – December 30
9:30 am – 12:30 pm
**Montague Branch**

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**Pajama Time**
Come in your pajamas to a Family Storytime with songs, crafts, books, dancing and more.

**MONDAYS**
Muskegon Township Branch: 10:30 am FAMILY
Montague Branch: 11:00 – 11:45 am FAMILY

**TUESDAYS**
Ravenna Branch: 9:45 – 10:30 am FAMILY
Norton Shores Branch: 10:30 – 11:15 am TODDLER
Holt Branch: 11:00 – 11:45 am FAMILY

**WEDNESDAYS**
Dalton Branch: 9:00 – 9:45 am FAMILY
Norton Shores Branch: 10:30 – 11:15 am PRE-SCHOOL
Muskegon Heights Branch: 11:00 – 11:30 am TINY TOTS

**THURSDAYS**
Egelston Branch: 9:30 – 10:15 am PRE-SCHOOL
Egelston Branch: 11:00 – 11:30 am TINY TOTS

**FRIDAYS**
North Muskegon Branch: 9:30 – 10:15 am PRE-SCHOOL
North Muskegon Branch: 11:00 – 11:30 am TINY TOTS

**LAST MONDAYS**
Norton Shores Branch: 6:30 pm PAJAMA TIME
You ‘CAN’ Do It

Monday, September 11
6:00 pm

Egelston Branch
It’s tomato season and whether you are a canning newbie or looking for a refresher, this program is for you. MSU Extension Food & Safety Educator Jane Hart shares safe methods to preserve the amazing taste of the garden fresh tomato. This class will provide you with handouts and resources for reference. Call 231-788-6497 to register.

Basics of the Internet
Tuesday, September 12
10:00 am

North Muskegon Branch
If you struggle with basic internet functions then this is a class for you. Learn what the internet is, basic searching skills, and other computer fundamentals. Space is limited. Call 231-744-6890 to register.

You ‘CAN’ Do It
Tuesday, September 12
6:00 pm

Montague Branch
MSU Extension Food & Safety Educator Jane Hart shares safe methods to preserve the amazing taste of the garden fresh tomato. This class will provide you with handouts and resources for reference. Call 231-893-2675 to register.

Phone, Mail & e-Scams, Oh My
Wednesday, September 13
3:00 pm

Holton Branch
Don’t get scammed! Learn the tell-tale signs of scams prevalent in phone calls, mail, email and texts, along with steps to take to minimize your risk of being a victim. Carol Hillman of the Michigan Attorney General’s Consumer Education Program Division will help you discover how to protect you and your loved ones from scams. Call 231-821-0268 to register.

The Basics: Memory Loss, Dementia and Alzheimer’s Disease
Wednesday, September 13
6:00 pm

Montague Branch
Join Sarah Hicks, with the Michigan Great Lakes Chapter of the Alzheimer’s Association, as she discusses the differences between normal memory loss and Alzheimer’s disease. Risk factors for Alzheimer’s, the diagnostic process and brain changes during the progression of the disease are just some of the topics covered. Call 231-893-2675 to register.

You ‘CAN’ Do It
Monday, September 18
6:00 pm

Dalton Branch
Whether you are new to tomato canning or you’re looking for a refresher, this program is for you. MSU Extension Food & Safety Educator Jane Hart shares safe methods to preserve the amazing taste of the garden fresh tomato. This class will provide you with handouts and resources for reference. Call 231-628-4188 to register.

MADL Thursday Night Music Club: The Blue Water Ramblers
Thursday, September 21
7:30 pm

Norton Shores Branch
Enjoy traditional music with modern themes and harmonizing vocals that create beautiful tapestry of sounds.

Book Sale
Friday, September 30
9:00 am – 4:00 pm
Saturday, September 30
10:00 am – 2:00 pm

Norton Shores Branch
Gently used books, movies, CDs, and more are available for purchase.

You ‘CAN’ Do It
Monday, September 25
6:30 pm

Norton Shores Branch
It’s tomato season and whether you are a canning newbie or looking for a refresher, this program is for you. MSU Extension Food & Safety Educator Jane Hart shares safe methods to preserve the amazing taste of the garden fresh tomato. Call 231-780-8844 to register.

Live @ the Library
Tuesday, October 3
6:30 pm

North Muskegon Branch
M & M play favorite songs from the 70s and 80s. Who are M & M? Mike Snell on guitar, vocals and mandolin. Mike Lenich on guitar, vocals and mandolin.

Phone, Mail & e-Scams, Oh My
Wednesday, October 4
2:00 pm

Norton Shores Branch
Not all scary things are make-believe. Learn the tell-tale signs of scams prevalent in phone calls, mail, email and texts, along with steps to take to minimize your risk of being victimized. Presenter Carol Hillman of the Michigan Attorney General’s Consumer Education Program Division will help you discover how to protect you and your loved ones from scams. Call 231-780-8844 to register.

Book Sale
Friday, October 6
9:00 am – 5:00 pm
Saturday, October 7
9:00 am – 3:30 pm

Norton Shores Branch
Gently used books, movies, CDs, and more are available for purchase.

You ‘CAN’ Do It
Monday, October 23
6:00 pm

North Muskegon Branch
Learn how to use our online catalog, reserve books, and find books on a specific topic. Library staff are available to help, but space is limited. Call 231-744-6890 to register.

Reserving Books
Tuesday, October 10
10:00 am

North Muskegon Branch
Learn how to use our online catalog, reserve books, and find books on a specific topic. Library staff are available to help, but space is limited. Call 231-744-6890 to register.

Every week in December a different movie quote will be posted at all Branch Libraries and on our Facebook page. If you guess the movie quote correctly, your name will be entered in a drawing for a refillable Westco popcorn bucket filled with goodies. You can make your guess and enter once per week. OPEN TO ALL AGES.

Tuesday Morning Book Club 10:30 am
Muskegon Township Branch
Books to be selected by group participants.
September 22
October 13
November 17
December 12

Egelston Branch
The third Tuesday of the month
6:00 pm

Dalton Book Club
The second Monday of the month
6:00 pm

Dalton Branch
September 20: The Rose Project by Graeme Simsion
October 23: One Thousand White Women by Jeroen Fugels
November 27: Open and Shut by David Rosenfelt

MADL Thursday Night Music Club
Green on Blue Jazz Quartet
Thursday, October 26
7:00 pm

Norton Shores Branch
Discover a new twist on the jazz standards that have formed the backbone of America's music scene, including bebop, traditional swing, and Latin.

Michigan Waterfalls with Author Phil Stagg
Saturday, October 28
11:00 am

Dalton Branch
It's been an aggressively dominating Michigan's waterfalls since 2009. His passion for photography and waterfalls started him on a quest to create a set of guidebooks with beautiful pictures as well as detailed maps and data about many Michigan waterfalls. Phil will be available after his presentation to sign books and answer questions. Call 231-828-4188 to register.

Know the 10 Warning Signs of Alzheimer's
Wednesday, November 8
2:00 pm

Norton Shores Branch
Join Sarah Hicks, Program Coordinator with the Michigan Great Lakes Chapter of the Alzheimer's Association, as she discusses the difference between age-related memory loss and Alzheimer's and what to do if someone you know has the disease. Call 231-780-8844 to register.

MADL Thursday Night Music Club: Ruth & Max Bloomquist
Thursday, November 9
7:00 pm

Norton Shores Branch
One of Muskegon's favoritism, featuring influences of folk, bluegrass, and country music that create a heart touching, audience pleasing, acoustic Americana sound.

Intro to Overdrive
Monday, November 13
10:00 am

North Muskegon Branch
Learn the basics to get started with ebooks, including borrowing ebooks from the library, downloading them to your device, and placing holds on them. Space is limited. Call 231-744-6080 to register.

Small Business Bingo
Saturday, November 25
9:00 am – 1:00 pm
Ravenna Branch
Celebrate Small Business Saturday by turning in a filled out small business bingo card for a prize. Bingo cards can be picked up any time during the week prior.

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Shop Small Saturday
Saturday, November 15
11:00 am – 2:00 pm
Muskegon Heights Branch
Stop by the library for some Shop Small swag and a list of local Shop Small businesses.

Create a Snowflake with Thomas Norton
Tuesday, November 14
6:00 pm
North Muskegon Branch
Join the Library for some fun, snowflakes without the snow. Snowflakes will be pre-cut into different shapes.

Shop Small Saturday
Saturday, November 25
11:00 am – 2:00 pm
Muskegon Heights Branch
Stop by the library for some Shop Small swag and a list of local Shop Small businesses.

Create on canvas
Saturday, December 2
2:00 pm
North Muskegon Branch
A painting instructor will lead you step by step to create your own masterpiece on canvas. Space is limited. Call 231-744-6080 to register.

Live at the Library
Tuesday, December 5
6:30 pm
North Muskegon Branch
Bryan Uecker, pianist and owner of the Book Nook and Java Shop in Montague, will perform classical favorites. Bryan is featured around town as a soloist, in chamber groups, as a pianist, and in two and four piano ensembles.

Homemade Holiday Cards
Wednesday, December 6
6:00 – 7:00 pm
Egelston Branch
Use scrapbooking and other art materials to create Christmas cards that will brighten someone's day. All ages welcome. Call 231-788-6479 to register.

Michigan Underground: A Writer's Journey
Monday, November 13
7:00 pm
Norton Shores Branch
Join local author R.C. Robotham as he shares his love of history and research into the underground movement along the western shore of Lake Michigan introduced him to the likes of Jonathan Walker, Rev. William Ferris, and Chief Cobmoosa and led to the writing of his novel, In Sight of Freedom.

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ADVISORY OUTREACH CENTER TO OFFER NEW SERVICES

In the inaugural issue of the Muskegon Area District Library newsletter, June 2016, we featured an article on the braille and talking book service for the blind and physically handicapped. During the library’s millage request, it was explained how the new millage would enable MADL to improve this service.

The braille and talking book program is a free library service administered by the National Library Service (NLS) for the Blind and Physically Handicapped, Library of Congress. Established by an Act of Congress in 1931, it is for people with temporary or permanent low vision, blindness, or a physical disability that prevents them from reading or holding printed materials. NLS works with a network of regional (Lansing) and subregional (MADL) cooperating libraries to provide materials postage-free to eligible readers.

The Lansing Braille and Talking Book Library circulates materials and the playback equipment for the entire state. The Muskegon Area District Library serves as a subregional Advisory Outreach Center providing community outreach and readers’ advisory service, demonstrations, mailing applications for service, and registering patrons. Although we are located in the MADL main office, we occupy only a very small space with other services at this location. Unlike other Advisory Outreach Centers in Michigan, we have not been able to provide space for an assistive technology lab, nor have we been able to offer speakers or other programs for our patrons.

We serve approximately 500 patrons in Muskegon and Ottawa Counties. Braille and talking books are also available online through the NLS Braille and Audio Reading Download (BARD) service and BARD Mobile. The NLS program has continued to increase promotion of its services with a new marketing campaign “That All May Read,” to develop new features in its equipment, offer mobile apps for iOS and android devices, and most recently, launching a completely redesigned more accessible website, www.loc.gov/nls.

Since voters approved the millage in August 2016, new plans for an assistive technology lab have been steadily developing. The MADL team, with input from our community partners and citizens, created a new strategic plan which will guide our future direction to provide the best possible library service. A community round table discussion provided ideas for the AOC. Visits to other libraries’ assistive technology labs provided more hands-on advice. Recommendations from the regional Braille and Talking Book Library, and meetings with vendors about equipment, pricing, and our budget will continue. And, the strategic plan includes new goals for the Advisory Outreach Center.

While our address will remain the same, 4845 Airline Road, we will be transitioning into a more accommodating adjacent space. A more accessible entrance is going on at the Library? With a planned 8-10 computers will be added, some with software specifically designed for people with visual and/or physical disabilities. Furniture will accommodate those with limited mobility. Computers will have large screen monitors, large character keyboards, and trackball mice. Lower shelving will hold a selection of talking books, large print books, and descriptive narration DVDs to checkout. A new sitting area will be available for patrons’ drivers. An ADA compliant private cubicle will be available for individuals using a computer with talking software. The changes will be incremental, but they will create a new level of service for our community now and into the future.