

West Des Moines Public Library

ANNUAL REPORT

2024

2025



Leading the Way



A message from the Director:

It's been such a whirlwind and wonderful first year I've had here at the West Des Moines Public Library! So many different things to learn, people to meet, programs to attend, and, of course, books and comics to read! I want to start by thanking the dedicated staff of the library, City leadership and Council, Library Board and Friends Foundation, and our library communities for making me feel so welcome and at home here in West Des Moines. I am so proud of our library and the work our staff accomplished this year! We continue to work tirelessly to ensure that we are serving our communities well and making sure that we are providing programming, materials, opportunities, and access in a way that continues to support, uplift, and encourage users of all ages.

As you'll see from our Annual Review, WDMPL has marked so many special milestones and occasions this year. As of July 1, we surpassed 4,000 summer reading registrations, which means that we have already surpassed our total 2024 Summer Reading numbers and are on our way to record levels of participation for 2025! We just love seeing kiddos, teens, and adults participate in our summer activities and continue their reading all year long. If that wasn't enough good news – here's more! We also saw an increase not only in the number of library visitors, but in our check-out rates, as well. And, there's more! Program attendance increased exponentially last year in all of our age groups and activities – children, teens, adults, homebound, and outreach all saw great growth in the people we interacted with, saw, and served. With our still-new Words on Wheels outreach vehicle, we've been able to double our outreach events to everything from Rose Farm visits to Ice Cream Social partnerships with Parks and Recreation to spots at Valley

Junction events like "Jingle in the Junction" and Farmers Markets during the summer. Our goal is to be where our community congregates, and we are so excited to see all of you out and about! Plus, don't forget about our virtual branch! With access to eMaterials through services like Libby, Hoopla, and Kanopy in addition to our Adventure Passes, hotspots, and kiosk offerings, we aim to support folks where they are – be it in their homes, our library spaces, or on the go.

To me, public libraries are always places that represent the best of their community – be it people coming together from different walks of life in a shared space to materials that represent and support all of the community to programming that benefits people of all ages, be it babies in our Babies on the Move programs to older adults as part of our homebound and older adult outreach services, plus everyone in-between! Every day I get to walk around the building or pond or visit outreach spots like Raccoon River or the annual Independence Day Parade, and I'm always so touched and heartened by the amount of love our patrons have for this library. Seriously, so much love! And, we love our communities – thank you for letting us be a part of your daily lives.



Traci Glass
Director

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\$30,000

**donated by
the Friends**

Library HIGHLIGHTS



Ice Cream Party at the Kiosk, September 2024



Adult Craft Night, August 2024



Jingle in the Junction, December 2024



Featured on Iowa Live, March 2025



Senior Outreach, March 2025



Babies on the Move, June 2025

BY THE NUMBERS

Here's a snapshot of how our patrons used the library this year.



5,759

new library cards



59,993

patron questions answered



403,346

physical items checked out



68,147

e-books downloaded



97,606

e-audiobooks downloaded

32,153
card holders

33%

of West Des Moines residents hold library cards

262,317 library visitors

2,103 library kiosk checkouts

SOCIAL MEDIA ENGAGEMENT

FACEBOOK
72,283
engagements

FACEBOOK
948,392
impressions

INSTAGRAM
4,842
engagements

INSTAGRAM
84,747
impressions

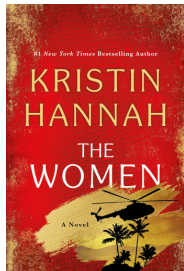
X (Twitter)
161
engagements

X (Twitter)
8,520
impressions

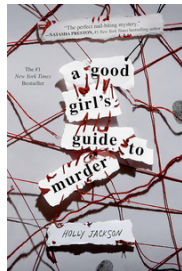
MOST POPULAR CHECKOUTS

Of all the items borrowed this year, these were the most popular.

Adult Fiction



YA Fiction



Juvenile



Juvenile Movie



Adult Movie



PROGRAMS



1,042
programs and events

53,849
event attendees

HOMEBOUND & OUTREACH

The West Des Moines Library continues to serve patrons who are unable to access our physical building by delivering via our Homebound and Senior Outreach programs.

709

individual
homebound
deliveries

240

care facility
deliveries

97

patrons served
via homebound
deliveries

20

participating
care facilities

3,657

materials in
senior care
facilities

MEETING ROOM USE

9,184 room bookings **32,076** room users