



## Annual Report 2025-2026



# At-A-Glance: FY 2025 Statistical Increases

MRL PROVIDED  
A RETURN ON  
INVESTMENT OF **\$19.5  
MILLION\*** BY  
PROVIDING LIBRARY  
SERVICES

LIBRARY VISITS: MORE  
THAN 242,000

CHECK-OUTS: MORE  
THAN 890,000; THE MOST  
IN MRL HISTORY

COMPUTER USE: MORE  
THAN 10,000 SESSIONS

WI-FI USAGE: 1.7 MILLION  
SESSIONS FROM 50,000  
DEVICES SYSTEMWIDE

LIBRARY CARDS: 3,900  
NEW REGISTRATIONS;  
TOTAL WITH RENEWALS  
NEARLY 10,000

# Highlights: Strategic Plan Activities

- Increased operating hours across all seven branches, including Friday and Saturday morning hours at Central Library, and 5 days per week at Elkton Community Library.
- Hired a full-time Young Adult Specialist position, leading to an expansion of consistent ongoing teen programming and outreach.
- Major events such as the Big Read and Rocktown Author Festival brought new patrons, greater visibility, and strengthened our sense of community.



# Highlights: Awards

- 2025 Library of the Year by the Virginia Library Association
- 2025 Nonprofit of the Year by the Harrisonburg-Rockingham Chamber of Commerce
- 2025 "Scenemaker of the Year" award by Harrisonburg Downtown Renaissance



# Highlights: Bringing People Together

- In FY 2025, meeting and study room usage nearly doubled to 2400 thanks to greater use of our online reservation system
- New Library Speaker's Consortium membership provides live virtual author talks to our patrons
- Big Read in March/April 2025 brought a thousand readers/participants together



# Highlights: Programming

- Programming and Outreach: more than 54,000 participated in more than 2400 programs
  - The 10th highest of 93 public library systems in Virginia
  - Teen programs increased 4x
- Summer Reading Challenge 2025 engaged 5,000 participants of all ages
  - Children read over 2.55 million minutes



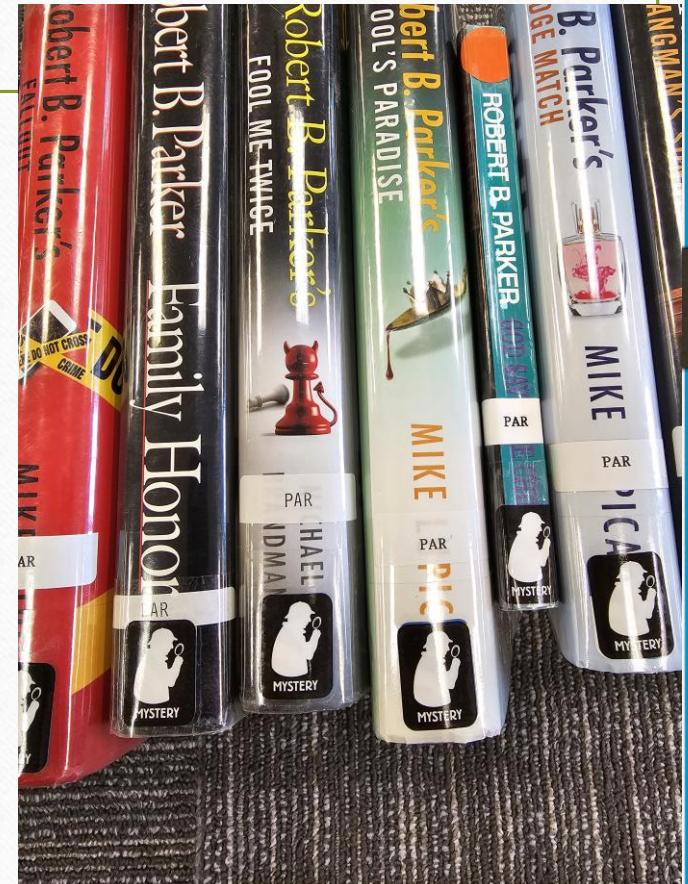
# Highlights: Outreach

- Youth Services staff regularly visit 44 school and daycare locations monthly.
- We delivered nearly 2700 books for well-baby pediatric visits through our Prescription for Reading program.
- Adult Services team grew weekly programs for those with developmental disabilities and provides enrichment and education in visits to three area retirement communities



# Highlights: Collections

- The Community Gear Library expanded its selection this year and has experienced a 400% increase in checkouts
- New, free passes to the American Shakespeare Center at every branch
- We have expanded our foreign language offerings by more than 1,000 titles this year
- New online resources: ValueLine Investment Information, Ferguson's Career Guidance Center



# Highlights: Spreading the Word

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- 25,000 viewers of our weekly newsletter
- Social media reach of more than 7,200 followers and 25,000 users weekly
- More than 40,000 website pageviews monthly, and 230,000 website visitors per year



# Challenges

- Federal Funding and online resources
  - Grant funding for a digital literacy project was rescinded by the federal government
  - Online resources provided by the Library of Virginia continue to be at risk as IMLS funding is currently being eliminated in the President's budget proposal, though it has been restored in both the continuing resolutions from the House and Senate. Impacts of a December Federal Court ruling are unknown at this time.



# Challenges

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- An increased need for library space, due to:
  - More diverse titles and collections
  - Increased visits
  - Need for meeting and conference spaces
  - Requests for teenaged patrons to have their own space
- A space audit by Third Way Space confirmed a need for additional and repurposed spaces and confirmed aging infrastructure.

# MRL is your library!

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- As we approach our 100th year of service to our community, we remain focused on our vision:

*To be the welcoming heart of our community  
where all come to learn, discover, create, and  
connect.*

**Thank You City of Harrisonburg for  
Supporting Massanutten Regional  
Library!**

