

DIRECTOR'S REPORT

We have been meeting with staff to introduce them to the new strategic plan. Feedback so far has been positive. The plan will also be in the next Fine Print for patrons to view. The Public Information team did a great job of producing a simple, easy to read, infographic of the plan. People may actually look at it as it's not something that will take much time to digest and it's visually pleasing. We are excited about starting to implement the goals.

The Library will be debuting a two new alternative collections next month. Board games will be available for checkout very soon. We'll lend a variety of interesting games like: Dixit, Pictomania, Sushi Go, and Forbidden Island. We are also starting a Culinary Lending Cupboard. It is not uncommon for libraries to circulate cake pans. We decided to take this one step further and circulate small kitchen appliances that you may want to use once or twice a year. The collection will include such items as: an ice cream maker, a pasta machine, a Belgian Waffle maker, a pizzelle iron, a tortilla press, a fondue pan, and several other things. We have also purchased several high-end Nordic Ware cake pans for lending. Although these items are not what you normally think of when you think library, this is what is happening in our world. Chicago Magazine had an article in last month's publication about Chicago area libraries that are lending unique items. We're really excited to add these collections to our lending repertoire. It's going to add that wow factor that we hope will "amaze" our patrons. The new issue of Fine Print will include a great graphic spread on the back page of all the alternative collection items we are currently lending. I included a copy of the Chicago Magazine article with this report for you to view.

THE 312

CITY LIFE

Library 2.0

How do libraries stay relevant in the digital age? By doubling down on lending analog objects. Here are some of the wackiest finds.

BY BEN FELDEHEIM

UKULELE

Highland Park Public Library, hpllibrary.org
Sure, a ukulele looks like fun, but how often would you really pluck it? Save yourself the impulse-buy regret and borrow one for two weeks instead.



FISHING POLE

Chicago Public Library (Rogers Park and seven other locations near water), chipubliclib.org
CPL beat many libraries to the alternative-collection punch, adding poles and tackle boxes donated by the Illinois Department of Natural Resources in the '90s.

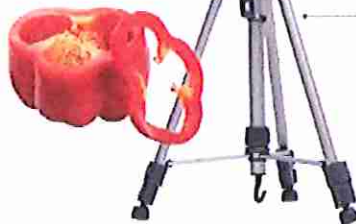
GOPRO CAMERA

Skokie Public Library, skokieliibrary.info
The gadget collection here includes microphones, MP3 recorders, and scanners—everything you need for your web series about artisanal cheese.



SEEDS

Lisle Library District, lislelibrary.org
How do you return something you bury underground? Bring in the new seeds from the plants you grow.



TRIPOD

Downers Grove Public Library, downersgrovelibrary.org
Create your own pop-up photo studio. Professional-grade lights and lenses are also available.

SEWING MACHINE

Ela Area Public Library, eapl.org
Set up a DIY sweatshop with the five Singer Curvy machines that must be used onsite in the library's Forge space.



KILOWATT METER

Orland Park Public Library, orlandparklibrary.org
You get a week to find out which of your appliances are the biggest power vampires.

CAKE PAN

Oak Lawn Public Library, olpl.org
Not a baker? The library also loans violins, a skeleton, and an LCD projector.



AMERICAN GIRL DOLL

Joliet Public Library, jolietlibrary.org
You can temporarily gift Addy, Kit, or Josefine. If you have a hard enough heart to rip a doll away from a kid.



HUMOR

ARCHITECTING OBAMA

The Barack Obama Foundation has started accepting design bids for the presidential library on the South Side. Sure, architectural masters are vying for the job. But Chicago has some ideas, too.

BY KERRY TROTTER

"Thanks, Obama"

10-Story Complaint Box
Job got you down? Kids too mouthy? Grocery store stocking too many varieties of nut butters? It's all Obama's fault. Here's where you can let him have it.

Obama Library and General Hospital

Spin through the archives and schedule a wellness visit all in one stop—hey, you're covered! Prepare for long lines and physicians grumbling about compliance mandates.

Barack Hussein Obama House of Horrors (sponsored by Fox News)

Spooooooky thrills await in the Sebelius Mad Scientist Laboratory, the Religious Freedom Prison of Martyrs and Opportunists, the Graveyard of Killed Jobs, and the Rove Spin Room, where all enter feeling giddy on good economic indicators but exit feeling very, very bad.

Obama Library of Achievement, Equality, Peace, and Precedent

Oh, who are we kidding. That one will be boycotted.

PHOTOGRAPHY (CAMERA, CAKEPAN, DOLL, CLOUTIER) STOCK PHOTO ILLUSTRATION JOHN KENNE

Adult Services Department

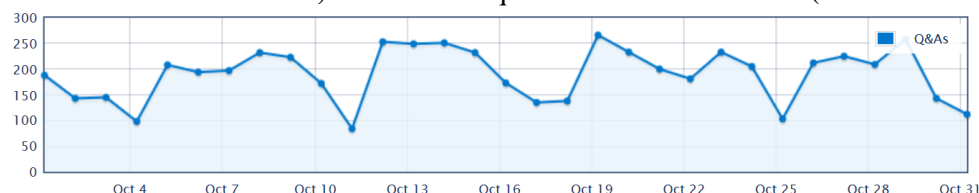
October 2015

Programming

October	15 Technology Classes	98
October 1	Family Caregiving 101: Difficult Topics	6
October 1	In Search of the Story of Beer	17
October 1	TEEN Black-Out Poetry	0
October 2	Wine Club	7
October 2,9,16, 23,30	Friday Features	96
October 4	Lyric Opera Lecture: Cinderella	15
October 5, 12, 19	Sewing Club	17
October 5	A Conversation with Mary Schmich	101
October 5	Conversemos en Espanol!	13
October 5,12,19,26	TEEN Night at the Improv	38
October 6, 13, 21	In Stitches	27
October 6	Read Between the Wines: Book Discussion at Flight 112	15
October 7	Library at the Farmers' Market	94
October 7,14,21,28	Lunchtime Mindfulness Group	8
October 7	TEEN Career Readiness Before College	6
October 7	DIY Wedding & Baby Showers	1
October 8	Creative Card Making	33
October 8	Culture Club: Spain	45
October 8	Family Caregiving 101: Emotional Wellness and Healthy Ideas	6
October 8	Craft Lab: Create. Make. Share.	6
October 8	Search Engine Optimization Strategies for Small Business	27
October 8	Blogspiration Club	5
October 8	TEEN How to Prepare for the Rising Cost of College	11
October 9	District 205 Transitions Program	10
October 12	Parlons en Francais	9
October 13	Adult Improv	6
October 13	Beer Club	8
October 13	The New Germany: 25 Years After Unification	51
October 14	Dish! Club for Cooks	10
October 14, 15, 15	Book Discussion: The Girls of Atomic City	38
October 14	Investing Basics: Rules of the Road	7
October 14	Plan Your Vacation Online	24
October 15	Elmhurst Business Connection	7
October 15	No Tears, No Tantrums Parenting	16
October 16	Read To Me! A Storytime for Grown-Ups	11
October 18	TEEN Teen Read Week Kick-Off Luau	7
October 18	Genealogy Roadshow: Family Mysteries	3
October 19	Free Career Counseling - 30 Minute Session	5
October 20	Genealogy Club	10
October 20	Social Media Writing for Organizations	6
October 21	Paper Craft Club	2
October 21	Ciao Italia! Conversational Group	10
October 21	Quilting Club	2
October 21	Time-Travel Special: Back to the Future	10
October 22	Elmhurst Art Museum Book Discussion: The Paris Architect	13
October 22	GreenMan Theatre Presents Spooky Stories!	27
October 23	DIY Your Wedding	1
October 24	TEEN Teen Read Week Presents: Bill and Ted's Excellent Adventure	0
October 25	Lyric Opera Lecture: Wozzeck	21
October 27	Film Series: Award Winning Classics	12
October 28	Author Event: An Evening with Robert Kurson	85
October 29	Mindfulness for Seniors	8

Patron Interactions

In October we answered **4,947** reference questions on the 2nd floor. (Plus **948** Library information questions.)



Group Study Rooms

	Dec	Nov	Oct	Sept	Aug	July	June	May	Apr	Mar	Feb	Jan
2015 Total Uses			1467	1331	1068	1098	1205	1035*	544	435	395	462
2014 Total Uses	400	n/a	438	433	365	381	385	410	408	436	411	382
2013 Total Uses	352	362	446	397	358	372	362	416	411	375	345	380
2012 Total Uses	330	385	424	342	321	308	348	415	401	371	432	370
2011 Total Uses	352	399	379	367	337	356	310	384	411	423	372	374
2010 Total Uses	319	389	403	366	324	316	325	366	380	420	377	398

*All study rooms open for whole month, whereas new ones were only open for a small part of April.

Online Research Tool Statistics

	Oct 2015	Sept 2015	August 2015	July 2015	June 2015	May 2015	April 2015	March 2015	Feb 2015
All Magazine/News Indexes	9343	9167	7601	9571	8649	8825	7637	13828	10,879
Ancestry	2175	3040	2912	1613	2496	1810	2076	3215	2214
Consumer Reports.org	130	184	196	155	169	196	144	186	162
Morningstar	529	876	252	265	216	297	331	595	533
Novelist	290	144	321	200	211	266	232	442	190
Public Records	461	453	426	436	408	415	400	369	355
Reference USA	557	725	604	569	602	502	584	1052	948
Valueline	2511	2340	2186	2314	2901	2827	2413	2776	2940

* Not available at time of report

Digital Media Report

	Oct 2015	Sept 2015	August 2015	July 2015	June 2015	May 2015	April 2015	March 2015	Feb 2015
E-Audiobooks	1303	1207	1291	1456	1203	1026	932	1042	932
Hoopla	151	147	220	165	120	121	129	114	97
MyMediaMall	1088	1001	1022	1214	1009	856	745	838	769
OneClickDigital	64	59	49	77	74	49	58	90	66
E-Books	2729	2823	3099	3096	3068	2776	2625	2950	2577
MyMediaMall	2279	2372	2640	2604	2624	2330	2234	2485	2173
3M Cloud	450	451	459	492	444	446	391	465	404
E-Classes	494	674	685	460	567	447	530	1223	414
Gale Courses Trial	6	3	15	6	8	8	N/A	N/A	N/A
Lynda.com	488	671	677	453	560	440	530	1223	414
E-Magazines (Zinio)	997	786	887	782	644	973	741	1060	709
E-Music	4051	3642	4103	4206	4901	4702	5192	4937	5073
Freegal Downloads	994	1119	1224	1126	1119	1131	1333	1284	1199
Freegal Streaming	2479	2083	2266	2630	3278	2835	3148	2565	3098
Hoopla	185	148	134	171	121	164	141	176	186
Naxos	393	292	479	279	383	572	570	912	590
E-Tutoring (Tutor.com)	59	27	11	10	10	38	37	45	40
E-Videos	157	123	161	225	181	236	196	259	259
Hoopla	154	115	145	211	159	213	193	237	241
Indieflix	0	4	14	13	20	16	0	20	14
MyMediaMall	3	4	2	1	2	7	3	2	4
Transparent Languages	31	41	28	19	65	80	80	31	12

KIDS' LIBRARY

October 2015

PROGRAMS

Chicka Chicka Baby (infants):	10 sessions; 103 babies, 127 adults
Fun for Ones:	4 sessions; 43 kids, 36 adults
Rhyme Time (ages 1-2):	5 sessions; 76 kids, 89 adults
Time for Twos:	4 sessions; 62 children, 53 adults
3-2-1 Storytime (ages 1-3):	8 sessions; 231 kids, 198 adults
Rise & Shine (ages 1-5):	9 sessions; 285 kids, 223 adults
Free to be Three (age 3):	4 sessions; 43 kids, 36 adults
Road to Reading (ages 3 -5):	8 sessions; 128 children, 38 adults
We Love Reading (gr K – 1):	4 sessions; 73 kids
Saturday Family Storytime:	4 sessions; 39 children, 29 adults
Afternoon Storytime (families):	5 sessions; 32 kids, 25 adults
Pajama Party Storytime (families):	4 sessions; 22 kids, 16 adults
Junior LEGO (gr K-2):	1 session; 29 builders
Open LEGO (families):	1 session; 20 builders
Minecraft (gr 1-5):	1 session; 23 kids
Kids' Chess Club:	5 session; 48 kids

The Cursive Writing Class kicked off a second session this month, with a total of 54 students over the four October sessions. John Hausheer of Elmhurst's Magicians Guild presented a four-week program "Be a Magician" which drew 21 magic students. On October 9, Firefighter Steve from the Elmhurst Fire Department joined us for a "Meet the Firefighter" program. We thank the Fire Department for making time to visit us; the visit was enjoyed by 78 kids and adults. Madcap Theater presented "The Legend of Sleepy Hollow" on October 10 for an audience of 71. Fifty people joined us for "Music with ScribbleMonster" on October 12. Cast members of Elmhurst Children's Theater previewed songs from their show "Footloose" in the Library lobby on October 10 to the delight of passing patrons. Twenty-eight people came to paint pumpkins on October 17, and 15 people learned about the moon at "Moon Up Close" on October 20, even though the weather didn't cooperate. We are rescheduling the moon viewing.

This year's Scary Story Writing Contest drew 14 entries, and winners read their stories and poems for 60 enthusiastic listeners on October 25. Special thanks to Bronwyn Sill for creating a wonderfully creepy edition of *Kids' Ink* magazine featuring the winning entries. Eight young kids enjoyed Spooky Tales and six older students enjoyed Spine-tingling Tales on October 26. Patrons loved the two pop-up programs in the Kids' Library this month: 50 people made paper pumpkins on October 23, and 25 people made Day of the Dead stick puppets on October 30.

MIDDLE SCHOOL PROGRAM ATTENDANCE

Sewing Class	3 sessions, 17 kids
Pizza Taste Off	1 session; 12 kids
Cinderella	1 session; 14 kids
Freaky Heads	1 session; 5 kids

SCHOOL SERVICES

Twenty-seven classroom collections totaling 371 items circulated to thirteen schools.

Fifteen third grade school kids from Immanuel Lutheran came in for a Halloween Storytime and a tour of the library on October 19. Sharon Karpel and Gloria Walsh-Rock presented a “Storytelling with Props” workshop to 65 students in three York High School Child Development classes on October 21. On October 22, Gloria visited 13 first graders and three leaders in a Girl Scout troupe at Edison School. Nine 3rd graders and two leaders from Destination Imagination came to the Library on October 27. They did research on animal camouflage, and Nuala Maloney-Murphy taught them how to look up materials in EPL’s catalog.

PRESCHOOL SERVICES

EPD Wagner Center and Buttons and Bows Preschool enjoyed Halloween Stories brought to them by a not-so-scary witch (Sarah Burnside in disguise). Each school received four visits, for a total of 133 children and 23 adult attendees.

PROGRAM TOTALS

Children’s Programs:	110
Children’s Program Attendance:	2,870
Middle School Programs:	6
Middle School Attendance:	48
Total programs offered:	116
Total attendance:	2,918

VOLUNTEERS

Six middle school volunteers donated 24 of service to the Library in October.

Selected Database (Documents Retrieved)												
KL Database Usage	2015										2014	
2014-2015	Oct	Sept	Aug	July	June	May	Apr	Mar	Feb	Jan	Dec	Nov
Amazing Animals	36	4	13	0	0	9	3	0	12	0	4	4
America the Beautiful	2	8	0	0	5	10	91	46	23	0	6	4
BookFlix	671		224	176	473	1236	1219	1607	987	113	366	566
Early Learning (sessions)	1491	1302	1878	2042	2346	1720	1702	1720	1695	1859	1499	1435
Encyclopedia Americana	75	25	0	3	2	0	73	43	20	9	20	299
Grolier Encyclopedia	63	6	0	0	7	0	13	9	46	14	27	252
Lands and Peoples	2	5	2	0	2	0	16	28	24	16	21	4
New Bk Of Popular Science	97	18	6	0	0	0	8	8	21	4	30	324
NoveList K-8 (searches)					189	229	173	115	88	87	136	466
TrueFlix	60	19	12	9	30	92	56	14	100	25	85	16
Tumblebooks (book views)	434	236	187	59	33	236	257	116	218	50	178	58
World Book (hits)		6180	6080	2220	9440	3160	1040	2080	1500	1520	440	6020

STAFF

Sharon Karpel attended a District 205 Mentors Breakfast on October 16 and an Elmhurst Youth Commission meeting on October 19. Shaira Rock and Lori Hoegler attended the monthly meeting of Lincoln Story League on October 4, and the Anderson's Young Adult Literature Conference on October 10. Marti Valasek presided over a meeting of the Prairie State Story League on October 9.

Shaira Rock completed her nine-month ILEADU program supported by the Illinois State Library. ILEAD (Illinois Libraries Explore, Apply and Discover) is a continuing education library immersion program. She was part of a team which developed video production kits for libraries to use in making instructional videos for librarians and library staff. To view the Library ProKits videos, see <https://goo.gl/KpifU2>



A few of the kids from the Cursive Writing Class



Footloose Cast Performance in the Lobby



The Moon Up Close – without the moon



Paper Pumpkin-making



Scary Story authors perform



Road to Reading Halloween stories

CIRCULATION REPORT

October 2015

TOTAL CIRCULATION:

October 2015 = 101,309

October 2014 = 105,139

Circulation for October 2015 decreased 4% compared to October 2014.

% of checkouts done on self-checks = 28%

Holds:

- Placed this month: 8,819
 - Staff placed = 1,674
 - Patron placed = 5,992
 - Placed in LINKin = 1,153
- Placed a year ago: 8,757
- Percent Change: 1%
- Amount of holds filled this month: 7,384
 - Elmhurst items = 6,102
 - LINKin items = 1,090
 - OCLC items = 192
- Filled a year ago: 7,525
- Percent Change: -2%
- Holds Not Picked Up: 747
- Percent of holds filled: 10%

ILL:

- ILL sent this month: 1,030 (LINKin =822 / OCLC = 208)
- ILL sent a year ago: 1,017
- Percent Change: 1%
- ILL received this month: 1,517 (LINKin = 1,325 / OCLC = 192)
- ILL received a year ago: 1,752
- Percent Change: -13%

Non-Resident Cards purchased: 1 for \$337.28

Unique Management Services:

- Accounts submitted this month: 10 @ \$8.95 = \$89.50
- Total cumulative recovery of \$169,322.63 yielding an ROI of 12.05 to 1.

Book Sale Room:

- Revenue: \$ 345.59

Ecommerce:

• Non-Resident Fees	\$	337.28
• Lost items/Misc.	\$	437.00
• Fines & Processing Fees	\$	1,379.77
• Out of State Fees	\$	0.00
• Total.....	\$	2,154.05

Breakdown of Monthly Circulation by Users:

Elmhurst Patrons	78,379	77%
Downloadable Material	10,285	10%
Reciprocal Borrowers	8,640	9%
Interlibrary Loans Sent	1,644	2%
Teachers	690	1%
Elmhurst College Students	543	1%
Non Residents-Unincorporated	498	<1%
Outreach Patrons	272	<1%
Elmhurst Businesses	206	<1%
Non Resident Taxpayers	123	<1%
Elmhurst Business Sticker	23	<1%
Homeless	6	<1%
	101,309	100%

of Patrons Served at Drive-up Window:

- October 2015 = 2,388
- October 2014 = 2,458
- Percent Change: -3%

Highest Hourly Rate of Circulation Transactions:

Sunday, October 4th: Average 1013 items/hour!*

*items checked in, checked out and renewed

Of Note:

- Debbie worked at the Elmhurst Farmers Market on October 7.
- Debbie represented the Library at the City's Wellness Committee on October 8.
- Sam facilitated In Stitches on October 13.
- Debbie facilitated In Stitches on October 21.
- Chris P, Alanna, Dina, Dulce, and Malini assisted with various programs in October.
- Five volunteers worked for 28 hours on our canvas bags and cleaning carts this month.

Notable Circulation Figures:

- 10,285 Digital Audio Media
 - 3,370 My Media Mall
 - 450 3M Cloud
 - 64 One Click Digital
 - 994 Freegal downloads
 - 2,479 Freegal songs streamed
 - 0 IndieFlix
 - 530 Hoopla
 - 997 Zinio
 - 4 PBS Video Collection
 - 1,397 eLearning
- 2,577 Magazines (ADS and KIDS)
 - 1,180 *Magazines to Go*
- 207 Electronic Devices
 - 0 Assistive Technology iPad
 - 98 Laptop
 - 36 ADS Nook
 - 36 KIDS Nook
 - 4 Projector
 - 9 VHS to DVD Converter
 - 24 Creative Studio Visual Equipment ← *New Collection*
- 123 Creative Studio Rooms ← *New Collection*
- Items checked out for use in Library
 - 49 Laptop (KIDS)
 - 15 iPad (KIDS)

BOARD REPORT

October 2015

	Oct-15	Oct-14	PER CENT CHANGE	CUMULATIVE TOTAL FY 15	FY 14	PER CENT CHANGE
Circulation						
Adult	57,151	58,466	-2%	597,014	617,834	-3%
Kids' Library	42,363	44,817	-5%	478,611	482,745	-1%
Unspecified	1,795	1,856	-3%	17,968	17,386	3%
Total	101,309	105,139	-4%	1,093,593	1,117,965	-2%
Total Minus ILL Sent	100,279	104,122	-4%			
Number of Days Open	31	31				
Downloadable Books & Media	10,285	8,877	16%			
Web Site						
Visits	300593	41,158	630%	2,997,567	412,370	627%
Unique Visitors	282299	23,402	1106%	2,817,123	235,544	1096%
Page Views	340783	84,735	302%	3,406,822	826,795	312%
Reference Queries						
Adult Reference	4,947	4,932	0%	55,010	48,896	13%
Kids' Library	1,782	1,941	-8%	19,487	20,565	-5%
Total Reference Req.	6,729	6,873	-2%	74,497	69,461	7%
Meeting Room Use						
Library Programs	199	145	37%	1,623	1,276	27%
Public Meetings	66	77	-14%	704	621	13%
*Group Study Rooms	1,467	438	235%	9,040	4,049	123%
Total Programs/Meetings	1,732	660	162%	9,531	5,946	60%
Program Attendance						
Adults & Teens	1,111	660	68%	9,783	4,563	114%
Kids	2,918	2,482	18%	30,770	26,722	15%
Total Program Attendance	4,029	3,142	28%	40,553	31,285	30%
Visitor Count						
In-house	43,441	44,765	-3%	459,110	435,345	5%
Drive-up	2,388	2,458	-3%	23,504	23,051	2%
Total	45,829	47,223	-3%	482,614	456,979	6%
Elmhurst Library Cards						
Card Holders 10/01/15	28,751					
Added	223					
Withdrawn	272					
Card Holders 10/31/15	28,702					
Elmhurst Cards Used						
	9,404	9,613	-2%			
Nonresident Cards						
Card Holders 10/01/15	85	25	110	Reciprocal Borrower Cards		
Added	2	3	5	Card Holders 10/01/15		2,400
Expired	5	0	5	Added		113
Card Holders 10/31/15	82	28	110	Expired		161
				Card Holders 10/31/15		2,352

BOARD REPORT

October 2015

Materials (Selected Statistics)	Adult Added	Adult Withdrawn	Juvenile Added	Juvenile Withdrawn
Books, Non-Fiction	696	851	155	142
Books, Fiction	882	1,096	298	1,326
Compact Discs	168	329	25	2
Playaways Audio	13	17	4	19
Kits	0	0	0	21
Software	0	0	0	0
CD-ROM	0	0	1	0
Videos	0	0	0	0
DVD's	229	64	87	86
Blu-ray	77	6	12	2
Console Video Games	10	2	27	48
Toys	0	0	0	7
Flashdrives	0	0	0	0
TOTAL	2,075	2,365	609	1,653

Collection Totals	Adult	Juvenile	Total
Books	144,166	111,967	256,133
Compact Discs	22,195	3,933	26,128
Playaways Audio	968	329	1,297
DVDs	15,292	9,095	24,387
Blu-ray	938	167	1,105
CD-ROM	0	280	280
Console Video Games	701	662	1,363
Kits	0	87	87
Toys	0	460	460
TOTAL	184,260	126,980	311,240

Public Information Report

October 2015

Social Media Statistics:

	Nov 2014	Dec 2014	Jan 2015	Feb 2015	Mar 2015	Apr 2015	May 2015	June 2015	July 2015	Aug 2015	Sept 2015	Oct 2015
Facebook likes:	1935	1955	1976	2009	2011	2027	2061	2091	2221	2280	2479	2521
Twitter followers:	925	936	964	995	1002	1027	1036	1062	1076	1079	1107	1125
Yelp views:	246	264	291	280	250	262	246	240	250	239	188	200
stars (of 5)	4.64	4.64	4.65	4.67	4.67	4.67	4.67	4.67	4.67	4.67	4.67	4.67
Bookletters visits:	930	851	1001	1055	903	1181	1026	1374	922	1226	1305	901

Follow EPL on social media:

Facebook: search for Elmhurst Public Library

Twitter: search for askelmhurst

Instagram: search for askelmhurst

Highlights:

Fine Print sent to printer. Mails Nov 16.

Farmers Market Visit Oct 7 (final visit for 2015 season) 94 interactions

Most popular social media posts:

