

DIRECTORS REPORT

- The Library was hopping on Friday, February 23<sup>rd</sup> when about 450 patrons celebrated all things Taylor Swift at The Eras Celebration. Most patrons were of the demographic that loves Swift and her music, this included many young people and their parents enjoying the evening. The program was the brainchild of Programming Coordinator, Jez Layman. Crafts and games were held throughout the building and patrons moved from one station to the next. There was even a costume contest! Much coordination and staff involvement goes into planning such a big event, kudos to Jez and the rest of the staff who helped to make this event so successful.
- You will notice a large TV in the lobby showcasing Marketing Department produced videos. We had to replace the screen in the Teen area because the power button was broken and since the TV still worked, Neil bought a stand and we recycled the TV. He decided to try it out in the Lobby to see if it attracts attention. We'll see how this experiment goes but for now, it's nice to see all those great videos playing.
- The Appraiser from Industrial Appraisal was onsite at the Library this week. We will receive a digital version of the appraisal in a few weeks.

# ADULT SERVICES DEPARTMENT REPORT

Feb 2024

## Roku Update

In response to patron use patterns, Jeremy Slayton collaborated with staff in the Circulation Department to make the circulating Rokus more useful. Now each Roku (except for the ones with Hulu and Disney) has a single streaming service on it.

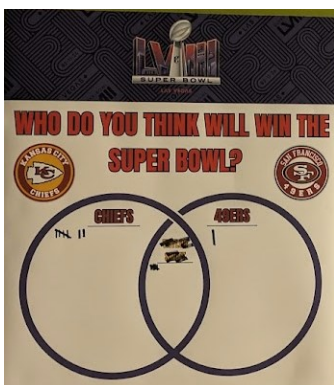
- Amazon Prime Video on 4 Rokus
- Netflix on 4 Rokus
- Hulu & Disney+ bundled on 4 Rokus
- Max on 4 Rokus
- Apple TV on 4 Rokus
- Paramount+ on 3 Rokus
- Acorn on 1 Roku



## Oscar Ballot Contest

Hayley Rightnowar collaborated with Anne Swanson, Libby Mercado, Alyssa Murphy and the Marketing Department to offer an Oscar Ballot contest for the 96th Academy Awards. 169 patrons took ballots and 35 submitted them to win a \$40 Classic Cinemas Gift Card.

Displays were placed in Adult Services and Circulation with ballots and circulating materials.



## Teen Superbowl LVIII Vote

Teens were invited to vote for who they thought would win the Superbowl.

## Teen Homework Kits

Not a new development, but a few months back Libby Mercado, the Teen Engagement Librarian launched Homework Kits for high school and middle school students who may need additional school supplies for homework or studying. The kits include pens, pencils, highlighters, markers, scissors, erasers, glue sticks.



## Displays

February displays on the 2nd floor included Love Your Heart, Library Lovers' Month, You Can't Make This Stuff Up and Blind Date with a Book.



### Programs

February, the month of love, was filled with “sweet” programming and popular culture. Children could write what they loved about the library on a heart which we posted on our new bulletin board and make a valentine at the craft table.

Kindergartners through 2<sup>nd</sup> graders and their caregivers used Canva and the heat press to design and print their mugs. Next they created their own hot chocolate mix-ins including marshmallows, chocolate chips, peppermint, and cookies. They even got to use the rubber mallet to break the peppermint into smaller pieces. The main comment we received from caregivers was that they felt reluctant to try out this process themselves and so appreciated being able to try it in a class where the project seemed much less intimidating.

There was a crowd waiting to enter the drop-in Bluey Party, which held on a day off school for District 205, giving families a free and fun way to spend some of their day. To tie-in with the show, kids could decorate their own “long dog,” an Easter egg that regularly appears in episodes. Kids were also able to make their own library card, as the characters do in the episode, “Library” and use the button maker to make their own Bluey button. Many attendees (kids and grown-ups) came sporting their favorite Bluey t-shirts.



**Make With Me: Hot Chocolate Mug**



**Bluey Party**

### Winter Reading

The in-house Winter Reading participation numbers were down from 2023, but we were able to reach about 750 students at Fischer Elementary and Churchill Middle Schools using a modified outreach reading program. The purpose of the outreach reading program is to bring library resources to the schools and reach students who may not come to the library. The elementary school visits included time to use the Teacher Technology Kits, such as Magna-tiles, Dive into Shapes, Suspend game, and Keeva planks. The middle school visits included booktalks of the titles featured on our Winter Display.





## Outreach Winter Reading Program Visit at Fischer Elementary School

## Collection

The Kids' library has been diligently collaborating to enhance our displays for young readers and their caregivers by utilizing our staff's collective marketing expertise. We have implemented minor yet significant adjustments to a few of our displays, such as rearranging the slat wall displays and the tables by the community green board to enhance their visibility and appeal to our patrons. Our main goal remains to create captivating and visually appealing displays that are both simple and eye-catching. By incorporating vibrant posters and covering a wide range of topics, we aim to engage a diverse audience. These displays have proven to be highly popular, and we are excited to keep exploring new ideas for our display spaces. Get ready to be amazed as we continue to brainstorm and innovate!



### Fun Patron Feedback

For the Kid Publishers program, 3<sup>rd</sup> through 5<sup>th</sup> graders made their own books. We got a comment from a dad that his son brought his book to school to show to his class.

A mom expressed her appreciation for Read to the Dogs. Her first grader has trouble reading in school, but she read with no hesitation to Elsa and Regal and their owners.

Who knew that tank cleaning was such a good spectator event. This little guy couldn't get enough of Matt the Fish Guy.





# MARKETING DEPARTMENT REPORT

February 2024

## February Marketing Topics included:

### **Programming: Eras Celebration**

An evening of all things Taylor Swift! 750 local Taylor Swift fans enjoyed games, trivia, crafts, snacks, and a costume contest.

### **Collection: Picture Book Categories in Kids' Library**

We are making it easier for you and your children to find your favorite story! All our picture books will be grouped together by topics like All About Me, People and Places, Characters, and Nature. Look forward to signs in the Learning Garden and for the vibrant new labels.

### **Services: Media Match** (video available)

Get a customized list of suggestions to read, watch, or listen to chosen by one of our expert selectors. Save time and take the guess work out of searching for your next book, movie, or audiobook. We're here to help.

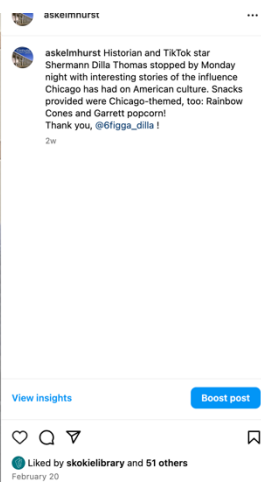
[elmlib.org/YouTube](https://elmlib.org/YouTube)

### **Inside Scoop: Rethink Your Subscriptions** (video available)

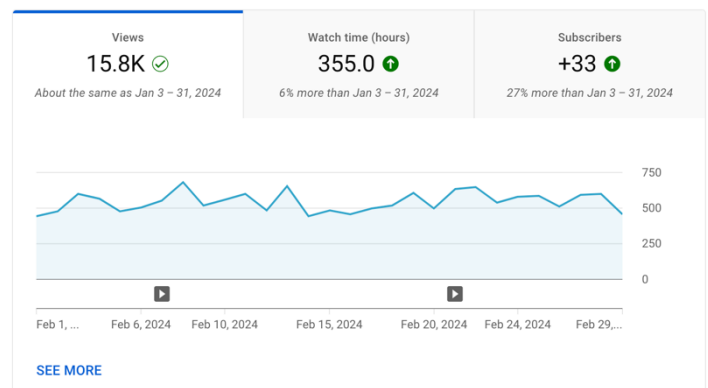
Rethink your subscriptions! What if you could still stream, movies, shows, documentaries, and music-without rising fees, memberships, and interruptions from advertising? Watch our video to see how your Library Card can help you cut costs on subscription services.

[elmlib.org/YouTube](https://elmlib.org/YouTube)

*Here are some sample screenshots of our online presence from February:*




**In February, people watched your videos 15,765 times**



**Elmhurst Public Library**  
Published by Carol Schlundt Pavlik · February 20 at 12:31 PM · 🌐

The Taylor Swift bracket in the Lobby is down to the final four: Red vs. Reputation and Fearless vs. Midnights. Stop by to vote for your favorite album! Then, join us for the Eras Celebration on Friday: We'll have music, crafts, a costume contest, prizes, and more!



See insights and ads [Boost post](#)

👤 Elmhurst History Museum and 52 others 9 comments 4 shares

👍 Like 💬 Comment ➦ Share

View more comments

**Jules Webie**  
Donna Buss Webie Patrick Webie may be cool to do with G  
2w Like Reply Hide

**Donna Buss Webie**  
Jules Webie is this today did u send this to Pat  
2w Like Reply Hide

→ View more replies

Post Impressions ⓘ	Post reach ⓘ	Engagement ⓘ
<b>7,714</b>	<b>7,714</b>	<b>500</b>

**Interactions** ⓘ

👍	❤️	😂	😱	😭	😡
47	12	0	0	0	0

😊 Reactions 58


💬 Comments 10

➦ Shares 4

🖱️ Other Clicks 148

**Elmhurst Public Library**  
Published by Carol Schlundt Pavlik · February 7 · 🌐

Dive into a blind date with a book at EPL's Teen Space! Our Teen Advisors knocked it out of the park with this creative display. Want to join the fun? Check out [elmilb.org/volunteer](http://elmilb.org/volunteer) to learn how to be part of EPL's Teen Advisory Group!



See insights and ads [Boost post](#)

👤 40 1 share

Post Impressions ⓘ	Post reach ⓘ	Engagement ⓘ
<b>9,875</b>	<b>9,875</b>	<b>77</b>

**Interactions** ⓘ

👍	❤️	😂	😱	😭	😡
31	11	0	0	0	0

😊 Reactions 42

💬 Comments 0

🖼️ Photo Views 8

🖱️ Link Clicks 2

➦ Shares 1

🖱️ Other Clicks 24



# MAKERY DEPARTMENT REPORT

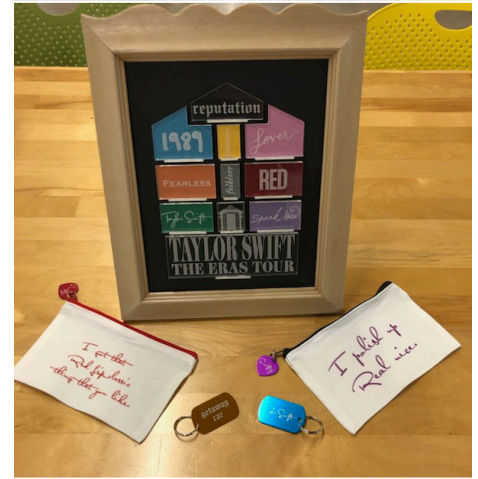
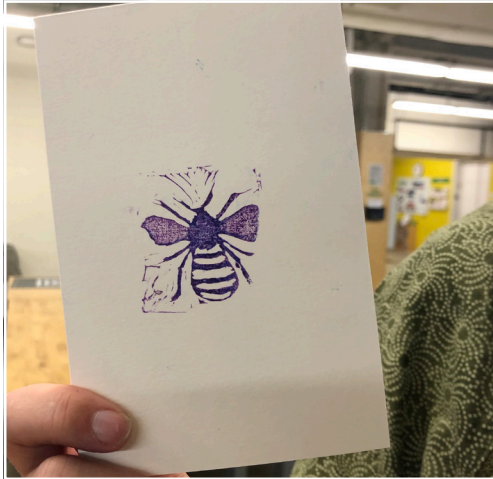
# FEBRUARY 2024

Elevator Count	Equipment Reservations	3D Prints
<i>foot traffic</i>	<i>major equipment (e.g. laser, embroidery)</i>	<i>requested by patrons</i>
<b>707</b>	<b>110</b>	<b>81</b>



## Makery Drop-In Craft

This month's drop-in craft was hand-carved stamps. Patrons draw a design in pencil on soft stamping rubber or a pink pearl eraser, then carve away their design using hand held tools. Each month a new craft is available that is low-tech and all-ages friendly. Sometimes adult supervision is required. That was the case this month since the tools used to carve the stamps are sharp.



## Erasmus Celebration

Makery staff collaborated to design and create prizes for February's Taylor Swift themed Era's Celebration. Staff used the sublimation printer to customize zipper bags and the laser to create keychains and a stunning framed art piece.



## Making the Makery More User Friendly

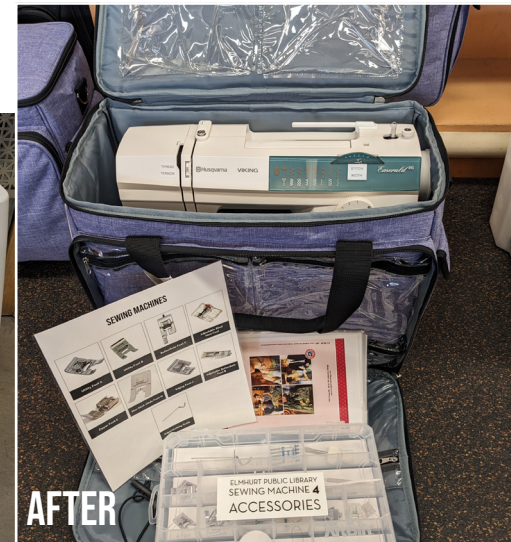
Makery equipment is not always intuitive, so we have to develop new instructions and labels to make it more accessible. Take, for instance, the button punches. To make a button, the paper has to be cut to size with a specialized cutter called button punch. It's not immediately clear where to put the paper or which way to press the handle. So we designed and made custom stickers for them.



Library of Extraordinary Things

Lead Makery Specialist Jen Kryczka has been working diligently to evaluate and streamline the Makery-inspired LOET items. For each item, Jen is evaluating the packaging, instructions, and contents to make sure they're user-friendly, organized, and easy for staff and patrons to handle.

A perfect example of this project can be found in the sewing machines. The machine weighs about 25 lbs and comes with more than a dozen parts and accessories. The accessories are now in a labeled organizer. The kit includes a photo reference sheet of all the parts that are included so staff and patrons can make sure everything is returned. Finally, the whole package is now in a sturdy padded case with wheels and an easy to grab handle.





# PROGRAM STATISTICS

February 2024

Adult Programs	Primary Event Type	Attendance	Sessions
A Taste for Poison (In-Person)	Adult Program	8	1
A Taste for Poison (Virtual)	Adult Program	14	1
Adult Book Discussion: <i>Who Killed Jane Stanford? A Gilded Age Tale of Murder, Deceit, Spirits, and the Birth of a University</i> by Richard White	Adult Book Discussion	15	2
AI for Business (In-Person)	Business	5	1
AI for Business (Virtual)	Business	16	1
American Mah Jongg: Open Play	Adult Program	28	4
American Vacation: 12,000 Miles into the Wild West (In-Person)	Adult Program	12	1
American Vacation: 12,000 Miles into the Wild West (Virtual)	Adult Program	16	1
Android Basics	Technology	4	1
Applying for Jobs in Today's Workforce (Virtual)	Business	8	1
Aromatherapy Earrings	Makery	14	2
Art Therapy Night (for 20-30somethings)	20 and 30 Somethings	25	1
Be an Informed Voter (In-Person)	Civic Engagement	5	1
Be an Informed Voter (Virtual)	Civic Engagement	8	1
Board Game Night (for 20-30somethings)	20 and 30 Somethings	27	1
Bridge & Pinochle Club	Games	76	4
Canasta	Adult Program	33	4
Career Counseling	Career	6	1
Chair Yoga	Adult Program	37	2
Chamber Concert	Music	24	1
Ciao Italia!	Adult Program	5	1
City Screening	Adult Program	17	1
Coloring for Mindfulness	Library Club	6	1
Creative Cardmaking	Create	27	2
DIY Crop Day	Create	0	1
ELSA Tour	Inclusive	17	1
Eras Celebration	Adult Program	750	1
Everything Dope in America Comes From Chicago (In-Person)	Adult Program	34	1
Everything Dope in America Comes From Chicago (Virtual)	Adult Program	27	1
Excel Advanced	Technology	4	1
Friday Features	Adult Program	56	4
Genealogy and Artificial Intelligence (In-Person)	Genealogy	12	1
Genealogy and Artificial Intelligence (Virtual)	Genealogy	13	1
Great Decisions	Adult Program	20	1
History of Voting in DuPage County (In-person)	Civic Engagement	5	1
History of Voting in DuPage County (Virtual)	Civic Engagement	8	1
Hollywood Style: Icons of Fashion (In-Person)	Common Connection	10	1
Hollywood Style: Icons of Fashion (Virtual)	Common Connection	31	1
In Stitches Needleworkers	Create	7	1
iPhone iOS	Technology	8	1
Library Insiders: Board Game Night	Inclusive	19	1
Lilly Pulitzer (In-Person)	Common Connection	46	1
Lilly Pulitzer (Virtual)	Common Connection	37	1
Meet Arc of Illinois (Virtual)	Adult Program	10	1

More Than a Color: The Marginalization of African Beauty Through History (Virtual)	Common Connection	10	1
Next Chapter Book Club	Inclusive	30	2
Planning Accessible Travel (Virtual)	Seniors	8	1
Positive Parenting (Virtual)	Parents	10	1
Romance Book Discussion: <i>If the Shoe Fits: A Meant to Be Novel</i> by Julie Murphy	Adult Program	6	1
Save Money on Gas & Electric Bills (Virtual)	Consumer	6	1
Scrabble	Games	12	2
Skill Up DuPage for Job Search Success (In-Person)	Business	11	1
Skill Up DuPage for Job Search Success (Virtual)	Career	12	1
Staying Mentally Fit	Adult Program	13	1
Summer Recreation Open House	Outreach (P)	89	1
The Rich and Romantic History of Valentines (In-Person)	Adult Program	12	1
The Rich and Romantic History of Valentines (Virtual)	Adult Program	25	1
Ukulele Circle	Music	10	1
Virtual Author Visit: Romance and Regency With <i>Bridgerton</i> 's Julia Quinn	Author Visit	14	1
<b>TOTALS</b>		<b>1,818</b>	<b>77</b>
<b>Makery Program</b>	<b>Primary Event Type</b>	<b>Attendance</b>	<b>Sessions</b>
Makery 101: Sewing Basics	Makery	7	1
Makery Craft: Raccoon Coffee Cozy	Makery	16	1
<b>TOTALS</b>		<b>23</b>	<b>2</b>
<b>Teen Programs</b>	<b>Primary Event Type</b>	<b>Attendance</b>	<b>Sessions</b>
Homeschool Explorers (Grades 6-12): Sewing	High School	6	1
Repurposed Tees	High School	2	1
Teen Advisory Group	High School	4	1
Teen BYOB (Bring Your Own Book)	High School	3	1
Teen Clothing Exchange	High School	0	1
Teen Crafternoon	High School	0	1
<b>TOTALS</b>		<b>15</b>	<b>6</b>
<b>Middle School Programs</b>	<b>Primary Event Type</b>	<b>Attendance</b>	<b>Sessions</b>
Lunar New Year Celebration	Middle School	20	1
Middle School Library Influencers	Middle School	2	1
Super Smash Bros. Tournament	Middle School	10	1
<b>TOTALS</b>		<b>32</b>	<b>3</b>
<b>Kids' Library Programs</b>	<b>Primary Event Type</b>	<b>Attendance</b>	<b>Sessions</b>
A Conversation with Jerry Craft: From <i>Mama's Boyz</i> to	Author Visit	2	1
Baby Play Date!	Storytime	8	1
Bluey Drop-in Fun	Family	300	1
Enchanted Art	Elementary School	14	1
Fiero Coding Club	Elementary School	4	1
Fun for 3s, 4s, and 5s	Storytime	84	5
Graphic Novel Club	Elementary School	2	1
Homeschool Explorers (Grades K-5): Learn to Code	Homeschool	16	1
Keep Unpublished EU Adaptive Storytime	Storytime	5	1
Kid Publishers	Elementary School	12	1
Kids' Chess Club	Elementary School	15	1
LEGO Club	Elementary School	7	1



Little Wiggles	Storytime	616	8
Make With Me: Design Hot Chocolate Mugs	Elementary School	36	2
Mandarin/English Bilingual Storytime	Preschool	16	1
Mother Goose & Me	Storytime	110	4
Music With Wendy & DB	Family	110	1
Outreach Elementary AT Fischer (1st grade)	Elementary School	46	2
Outreach Elementary AT Fischer (2nd grade)	Elementary School	36	2
Outreach Elementary AT Fischer (3rd grade)	Elementary School	19	1
Outreach Elementary AT Fischer (4th grade)	Elementary School	48	2
Outreach Elementary AT Fischer (5th grade)	Elementary School	40	2
Outreach Elementary AT Fischer (Kindergarten)	Elementary School	12	1
Outreach Elementary AT Jackson (Grades K-5 with families)	Elementary School	300	1
Outreach Elementary AT Lincoln (3rd grade teachers)	Elementary School	3	1
Outreach Elementary AT Lincoln (K-1st grade teachers)	Elementary School	3	1
Pop Up Storytime	Storytime	88	4
Pop-Up Storytime	Pop In Activity	18	1
Read to the Dogs	Elementary School	35	1
Romp and Rhyme	Storytime	312	8
Saturday STEM	Storytime	14	1
Scout visit Computer Expert	Scout Visit (P)	12	1
Scout visit Computer Expert badge	Scout Visit (P)	13	1
Scout visit sewing	Scout Visit (P)	11	1
Scout visit sewing NM	Scout Visit (P)	21	1
Scout visit tour	Scout Visit (P)	27	1
Spanish/English Bilingual Storytime	Storytime	8	1
Treats for Tweets	Preschool	6	1
<b>TOTALS</b>		<b>2,429</b>	<b>67</b>
<b>Passive Programs</b>	<b>Primary Event Type</b>	<b>Attendance</b>	<b>Sessions</b>
<b>Adult Passive Programs:</b>			
Coloring Books	Adults	65	2
Inside Scoop at EPL: Rethink Your Subscriptions	Adults	437	1
Interactive Displays:	Adults	42	2
Library Services: Find Your Next Favorite With Media Match	Adults	102	1
Reading Adventure	Adults	4	1
Social Services Folders	Adults	27	4
Taylor Swift Album Bracket	Adults	1,085	1
Winter Stitch-Along	Adult Program	502	3
<b>Teen Passive Programs:</b>			
NFL Teams Crossword (passive)	High School	12	1
Super Bowl Prediction (Passive)	High School	40	1
Valentine's Day Maze (passive)	High School	9	1
<b>Middle School Passive Programs:</b>			
Passive- Black History Month	Middle School	5	1
Passive- Valentine's Day Cards	Middle School	48	1
<b>Kids' Passive Programs:</b>			
1,000 Books Before Kindergarten	Family	25	1
Craft table - Passive	Preschool	1,665	4
		<b>Attendance</b>	<b>Sessions</b>
<b>Adult Program Grand Total</b>		<b>4105</b>	<b>94</b>
Total Passive Program Statistics		2,264	15

Total Program Statistics	1,841	79
<b>Teen Program Grand Total</b>	<b>76</b>	<b>9</b>
Total Passive Program Statistics	61	3
Total Program Statistics	15	6
<b>Middle School Program Grand Total</b>	<b>85</b>	<b>5</b>
Total Passive Program Statistics	53	2
Total Program Statistics	32	3
<b>Kids' Program Grand Total</b>	<b>4,119</b>	<b>72</b>
Total Passive Program Statistics	1,690	5
Total Program Statistics	2,429	67
<b>Passive Program Total</b>	<b>4,068</b>	<b>25</b>
<b>Total Attendance</b>	<b>8,385</b>	
<b>Total Programs</b>		<b>180</b>



# STATISTICAL REPORT

## February 2024

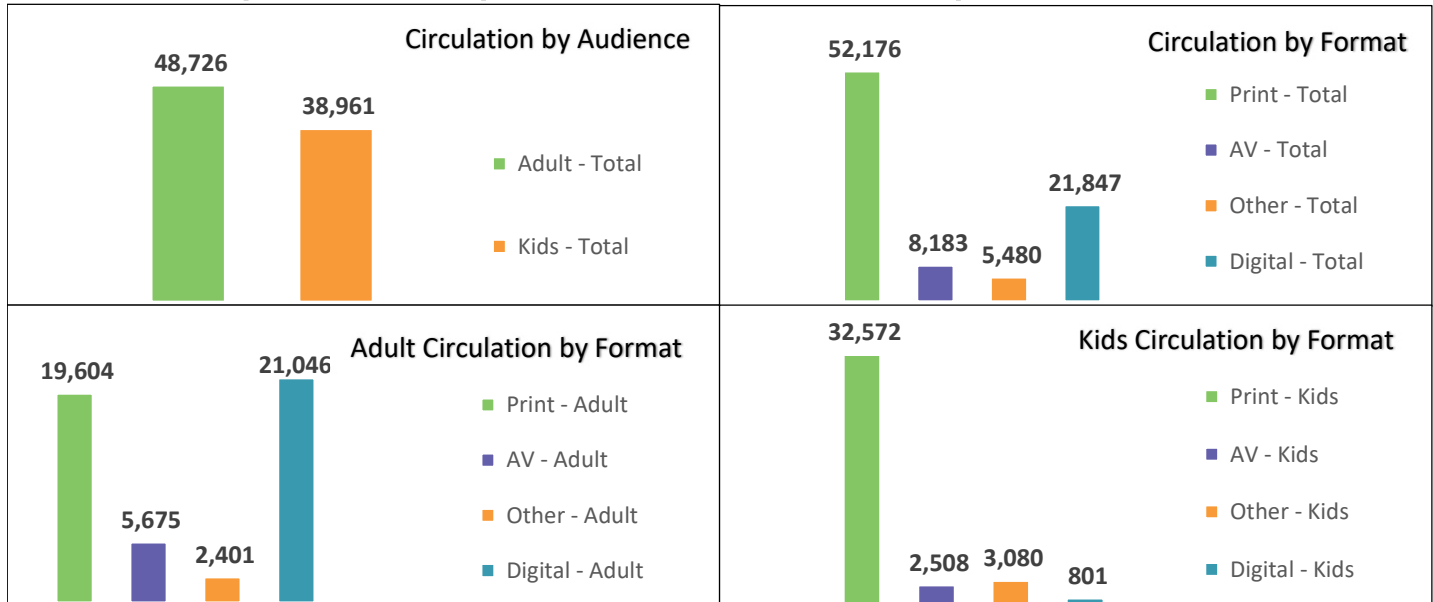
### Circulation

**Total Circulation**  
**89,217** ↑ 1%  
 88,050 last year  
**Card Holders**  
 25,594

**Library Card Usage**  
**9,256** ↑ 7%  
 8,631 last year

**Library Cards Issued**  
**Elmhurst** **213** ↑ 12%  
 (Issued) 191 last year  
**Reciprocal Borrower** **61** → 0%  
 (Registered) 61 last year

**Interlibrary Loan**  
**Borrowed** **1,531** ↑ 14%  
 1,342 last year  
**Lent** **664** ↓ -3%  
 684 last year



### Technology Usage

#### Public Computer Use

**15,771** ↓ -7%  
 16,924 last year

#### Website Visits

**41,529** ↓ -72%  
 148,073 last year

#### Self Checkout

(% of checkouts)  
**50%** ↓ -2%  
 51% last year

#### WiFi Sessions

**22,504** ↓ -8%  
 24,360 last year

### Reference Queries

#### Reference Questions Total

**4,467** ↑ 7%  
 4,189 last year

#### Reference Questions

**Adult**  
**3,167** ↑ 3%  
 3,063 last year

**Kids**  
**1,300** ↑ 15%  
 1,126 last year

### Meeting Room Use

#### Library Programs

**180** ↑ 3%  
 175 last year

#### Public Meetings

**89** ↑ 11%  
 80 last year

#### Group Study Rooms

**1,836** ↓ -2%  
 1,871 last year

### Programs

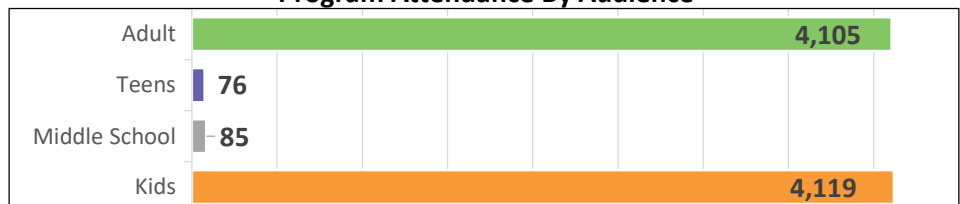
#### Program Attendance

**8,385** ↑ 50%  
 5,597 last year

#### Library Programs

**180** ↑ 3%  
 175 last year

#### Program Attendance By Audience



### Library Visits

#### Total Visits

**41,251** ↑ 17%  
 35,319 last year

#### In House Visits

**Makery** **707** ↑ 12%  
 633 last year

**Walk-In**  
**39,509** ↑ 18%  
 33,421 last year

**Drive-Up Visits**  
**1,742** ↓ -8%  
 1,898 last year

#### Creative Studio

**131** ↑ 26%  
 104 last year

## Monthly Comparison

## Total Circulation

89,217  1%  
88,050 last year

## Adult Circulation

48,726  4%  
46,632 last year

## Kids Circulation

38,961  -3%  
40,076 last year

## ILL Borrowed from Other Libraries

1,531  14%  
1,342 last year

## Digital Material Circulation

21,847  20%  
18,217 last year

## Databases

18,835  -23%  
24,611 last year

## Reference Questions Total

4,467  7%  
4,189 last year

## One on One Tutorials

33  -28%  
46 last year

## Number of Programs

180  3%  
175 last year

## Program Attendance

8,385  50%  
5,597 last year

## In-Person Visitors

39,509  18%  
33,421 last year

## Drive-Up Visitors

1,742  -8%  
1,898 last year

## Year To Date Comparison

## Total Circulation

182,767  0%  
183,677 last year

## Adult Circulation

99,916  2%  
97,979 last year

## Kids Circulation

79,852  -4%  
83,085 last year

## ILL Borrowed from Other Libraries

3,000  15%  
2,613 last year

## Digital Material Circulation

44,776  13%  
39,643 last year


## Databases

29,071  -51%  
59,389 last year

## Reference Questions Total

9,191  7%  
8,580 last year

## One on One Tutorials

71  -27%  
97 last year

## Number of Programs

344  -2%  
351 last year


## Program Attendance

13,346  39%  
9,610 last year

## In-Person Visitors

71,958  9%  
65,802 last year

## Drive-Up Visitors

3,657  -7%  
3,937 last year



### Collection Totals

#### Books and Magazines

176,836

#### Library of Extraordinary Things and Electronics

5,943

#### Audio Visual

29,620

#### Digital

154,113

### Notable Happenings in Circulation

- Three *Cards for Kids* library cards were renewed.
- There are 34 active *Cards for Kids* library cards.
- Three Non resident cards were purchased this month for a total of \$1,336.91
- There are 133 active Non resident library cards (patrons living in unincorporated Elmhurst).
- We filled 4,977 holds this month.
- The EPL Cares Committee sponsored a community food drive for the Elmhurst Yorkfield Pantry during the month of February.