

Director's Report

The Governor provided an update today and stated that our area will remain in the tier 3 phase. Therefore, we will continue to limit visits to 30 minutes and all other services will remain the same. We are averaging about 435 visits per day. Patrons are still generally happy to have access to the collection and the computers are still used for brief sessions. Although we all wish that we could lift some of the restrictions, we are grateful to continue to provide services and are hopeful that more will be restored as the vaccine becomes available.

The Library is a community contributor for an event to honor Dr. Martin Luther King Jr., which will be held virtually on January 18 from 10:00 – 11:00 AM. The First Congregational United Church of Christ in Elmhurst asked us to contribute to the community event by providing local resource information to share with forum participants. Staff created a video tutorial showing participants how to search for information on Dr. King using the databases on our website.

Adult Services Department

December 2020

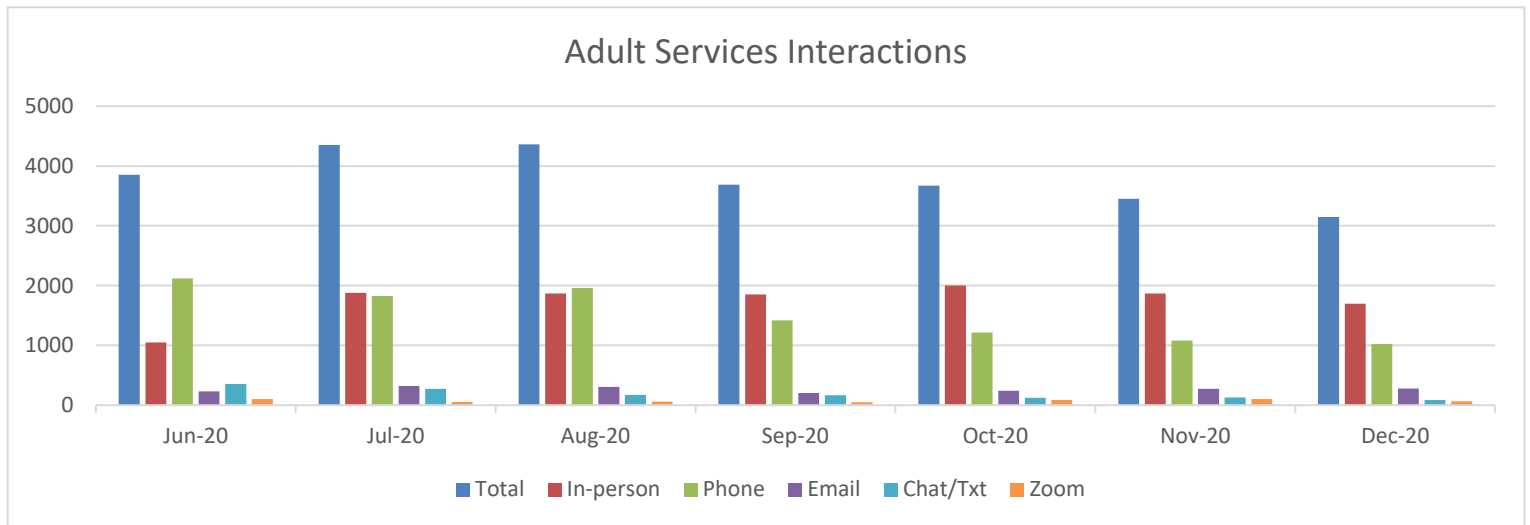
Public Service Stats for Adult Services

The numbers below reflect only Adult Services Staff, but the Remote Service is staffed by Kids staff as well.

	Reference	Technology Help	Program Qs	Meeting Rooms	Library Information	Total
Total for Dec 2020	1550	639	56	52	849	3146
Total for Dec 2019	2538	1662	206	N/A	1527	5933
IPLAR for Dec 2020	Reference: 2189		Directional: 957			
IPLAR for Dec 2019	Reference: 4200		Directional: 1733			
Reference Consults:	December 2020: 12		December 2019: 79			
Technology Help:	December 2020: 4		December 2019: 12			

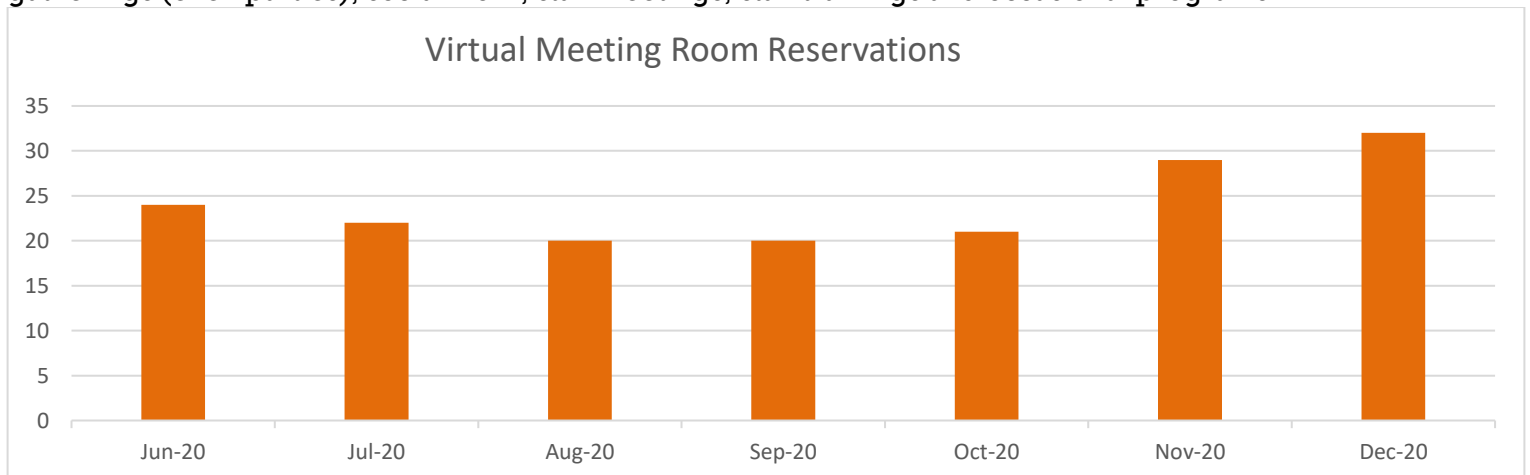
Adult Services Interactions by Format since Re-opening

This shows the number of interactions by format that Adult Services staff have handled by month since right before we opened the building in June.



Virtual Meeting Room Reservations since Re-opening

The rooms get used by individuals, community groups, and Library staff for public meetings, virtual gatherings (even parties), social work, staff meetings, staff trainings and occasional programs.



KIDS' LIBRARY December 2020

DEPARTMENT UPDATES

On December 17, from 4:00-6:00 pm, Lori Hoegler and Brenton Russo from the Makery participated in the Elmhurst Hometown Holiday Parade. The parade consisted of 10 city vehicles decorated for the holidays. Lori's car was decorated with lights and a banner advertising the Winter Reading Program "Be a Smart Cookie." Brenton dressed up as a Gingerbread Man to the delight of many spectators along the 16-mile route.

PROGRAMS

The Winter Reading Program began this month, and runs through February. Thanks to Molly and the Marketing crew for the adorable graphics that encourage kids to "Be a Smart Cookie – Read!" Families can register online or download a paper reading log. We've already seen an increase in participation with the addition of a paper reading log. We've made adjustments to the program to minimize contact with staff. We are excited to keep kids reading all winter long!

Programs	Sessions /Qty	Total Participants	Circulation	2020	2019	% Change
Kids'	31	4232	December	39,867	36,452	9.37%
Middle School	2	64	Year to Date	388,188	515,923	-24.76%

Middle School Volunteers

Total # of Volunteers	0
Total Hours	0

Total items checked out to teachers in December: 195

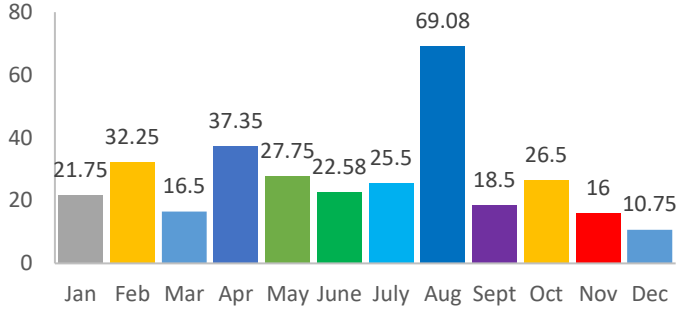
Preschool, School, and Scout Visits			
	Total Classes	Ages/Grades	Kids/Teachers
Preschool	N/A	N/A	N/A
School	N/A	N/A	N/A
Scouts	N/A	N/A	N/A

Staff Training	No. of Trainings	Hours
Allison	1	2.5
Gloria	1	1
Katie	2	2
Linnea	1	1
Nuala	4	4.25
Total	9	10.75

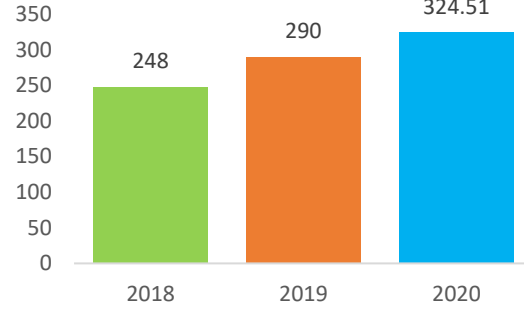
	Dec 2020	Dec 2019	Percent Change	Total YTD
Reference Questions	1032	658	56.84%	8,855
Readers Advisory	30	50	-40%	521
Teacher Requests	7	71	-90.14%	359
TOTAL REF STATS	1069	779	37.23%	9,735
TOTAL DATABASE	989	7562	-86.92%	32,905
TOTAL DOWNLOADS	1017	621	63.77%	14,489
TOTAL STUDY RM	0	112	-100%	299

2020 Kids' Library Year in Review

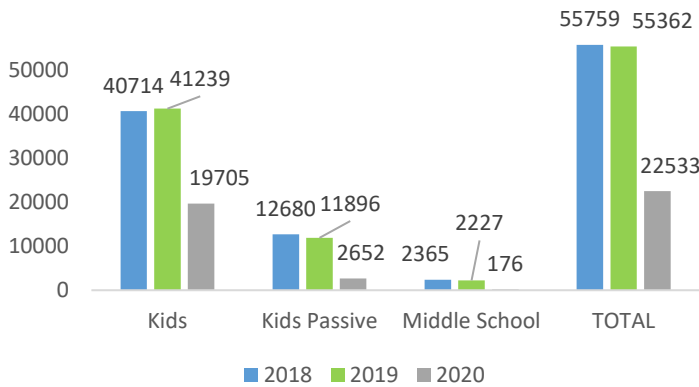
Total 2020 Training Hours: 324.51



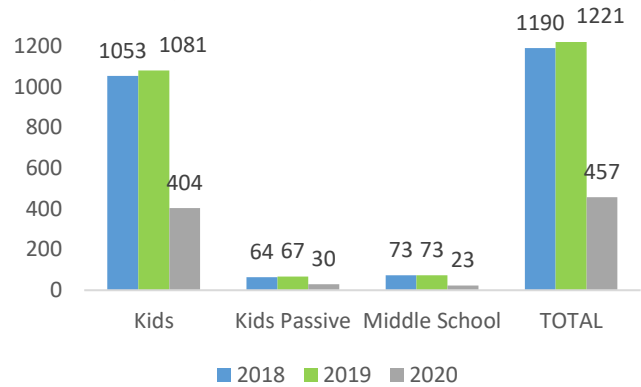
Total Training Hours, By Year



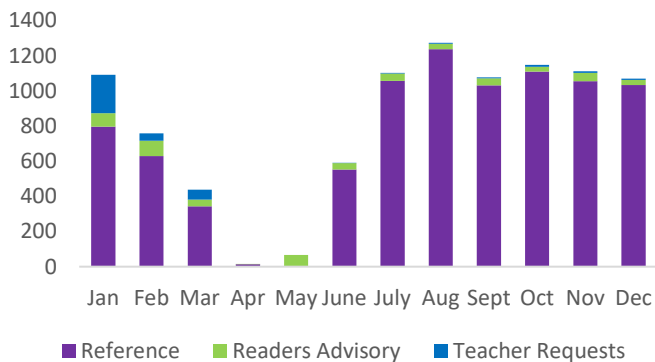
Programming, Total Attendance



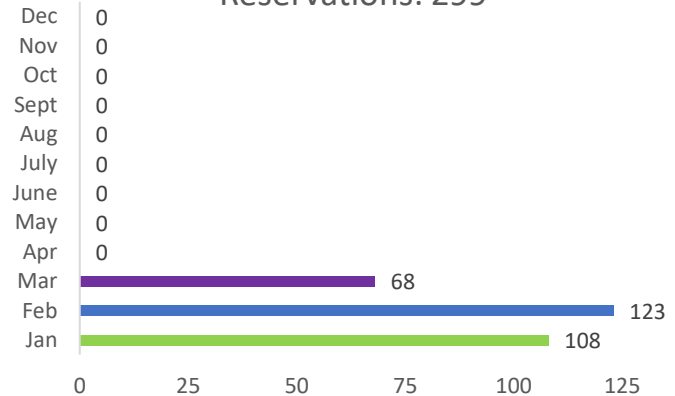
Programming, Total Quantity



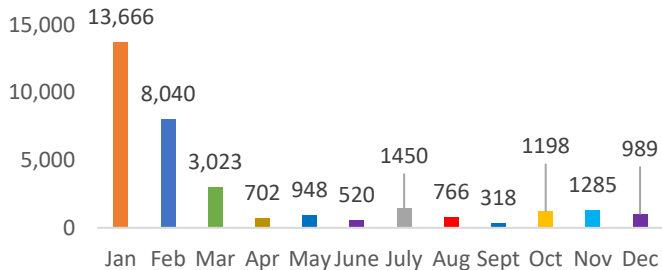
2020 Reference Questions



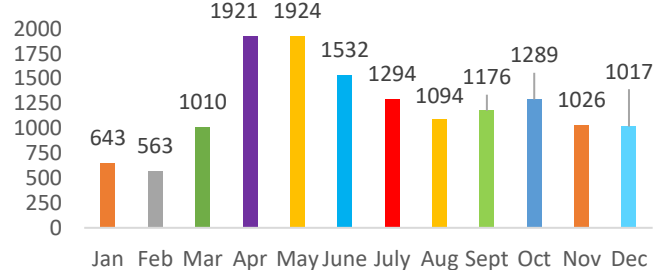
Total 2020 Study Room Reservations: 299



Total 2020 Database Use



Total 2020 Digital Downloads



CIRCULATION REPORT

December 2020

TOTAL CIRCULATION:

December 2020 = 98,265

December 2019 = 86,205

- Overall circulation for December 2020 increased 14% compared to December 2019.
- Renewals account for 48% of the circulation of materials.
- Circulation of Digital Material for December 2020 increased 9% compared to December 2019.

of Patrons Served at Drive-up Window:

- December 2020 = 4,217
- December 2019 = 1,550
- Percent Change: 172%

Busiest day at the Drive-up Window:

Wednesday, December 21: 251 Patrons

Holds:

- Placed this month: 10,200
- Placed a year ago: 7,195
- Percent Change: 42%
- Filled this month: 9,228
- Filled a year ago: 5,572
- Percent Change: 66%
- Holds Not Picked Up: 872 (10%)

ILL:

- ILL sent this month: 872 (LINKin = 642 / OCLC = 230)
- ILL sent a year ago: 715
- Percent Change: 22%
- ILL received: 1,266 (LINKin = 1,187/ OCLC = 79)
- ILL received a year ago: 1,117
- Percent Change: 13%

Non-Resident Cards purchased: One for a total of \$220.43

Breakdown of Monthly Circulation by Users:

Elmhurst Patrons	74,684	76%
Digital Material	16,828	17%
Reciprocal Borrowers	4,323	4%
Interlibrary Loans Sent	872	1%
Outreach Patrons	439	<1%
Non Residents-Unincorporated	319	<1%
Elmhurst Teachers	292	<1%
Non Resident Taxpayers	281	<1%
Elmhurst Work Perks	115	<1%
Elmhurst University Students	61	<1%
Elmhurst Businesses	50	<1%
Limited Access	1	<1%
Total	98,265	100%

Notable Circulation Figures:

- 16,828 Digital Media
 - 4,892 Digital Library of Illinois
 - 3,453 eMusic
 - 2,510 Hoopla
 - 2,098 eMagazines/Newspapers
 - 1,672 Cloud Library
 - 1,141 Kanopy
 - 905 eLearning
 - 87 BookFlix
 - 40 Tumblebooks
 - 30 TrueFlix

Notable Happenings in Circulation:

- In order to improve customer service and remove barriers, we have effectively eliminated the expiration dates on the library cards of Elmhurst residents. We are able to do this by confirming addresses using the National Change of Address (NCOA) database. Instead of patrons needing to prove they still live here, we will be able to flag the people who move away. As a result, we have stopped over 2000 active library cards of patrons who no longer live in Elmhurst. We will compare our patron database with the NCOA database twice a year.
- The Drive Up Window continues to be the busiest service point in the Circulation Department. 4217 patrons picked up 9,228 holds and hundreds of craft kits.
- Self-Checkouts accounted for 34% of the total checkout of material.
- Debbie led Ciao Italia December 21.

MARKETING DEPARTMENT REPORT

December 2020

December started our new cycle of programming. For the Winter quarter, the Common Connection theme is *Find Your Voice*, which ties in with the *Telling Your Story* exhibit. Other notable events include the Kids' Library Winter Reading program *Be a Smart Cookie: Read*, Teen and Adult Winter Reading Challenge, *Expand Your Reading Comfort Zone* and the EPL Reading Adventure, which suggests reading a memoir in a graphic novel format. *Fine Print* also features the Teen Showcase Virtual Gallery and the Virtual Programming Survey, the result of which will help guide our online programs.

The quarterly Marketing Committee met in December, too. This interdepartmental group worked together to look through the Marketing Calendar's summer months, selected some themes for Lobby displays, and discussed some upcoming community partnership opportunities with our annual One Book, One Community programs and a Story Walk. These projects will require internal and external coordination, since they have a lot of stakeholders and moving parts.

The Library was asked to participate with the City's Home Town Holiday Parade on December 17. Marketing was happy to help decorate Assistant Head of the Kids' Library Lori Hoegler's car with Winter Reading information and a cookie theme. The community's response was very positive and we were happy to have another outlet to advertise Winter Reading.

Lastly, the Library received *Library Journal's* five-star ranking for the fourth year in a row. EPL is one of only seven libraries to earn that distinction in Illinois.

December Marketing Topics included:

Program: *Telling Your Story Exhibit*

This traveling exhibit is on loan from the Miami University Art Museum through a grant from the Martha Holden Jennings Foundation and features Black authors and illustrators of children's literature. Recently, we made a virtual tour, which is available on the Library's YouTube channel, elmlib.org/youtube.

Collection: *Library of Extraordinary Things*

Baking pans and food tools were the focus throughout the holiday season.

Service: *Media Match*

EPL's new take on classic readers advisory. A short online questionnaire starts the custom suggestion process. Based on likes and dislikes, patrons are paired with staff to match them to the next great thing to listen, watch, or read at elmlib.org/mediamatch.

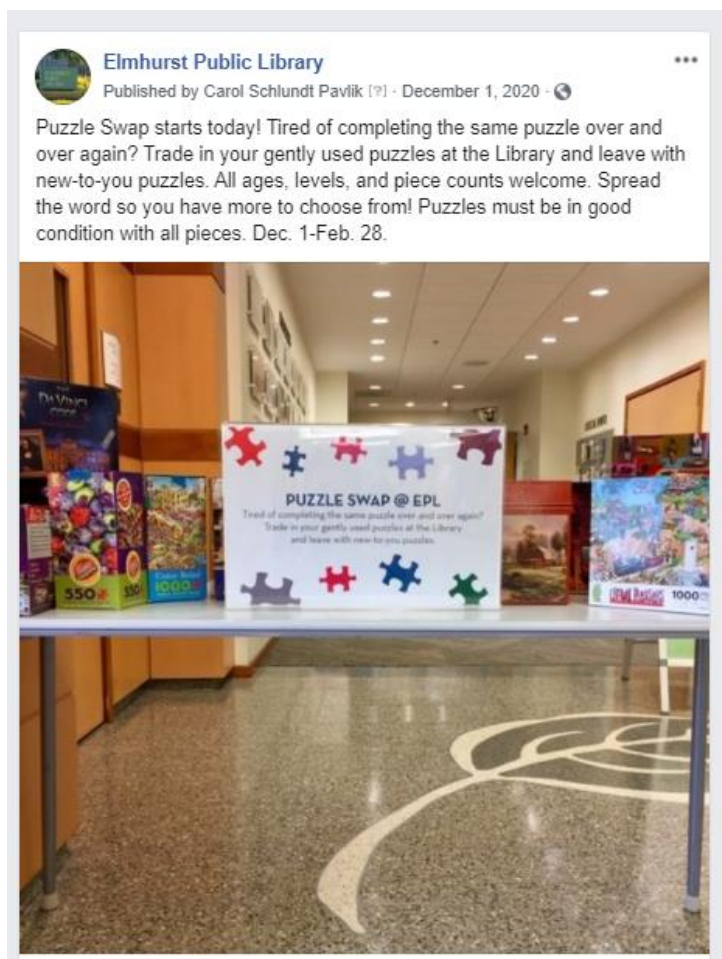
Insiders Scoop: *LibraryAware lists*

Sign up for our custom book lists, which are regularly updated at elmlib.org/booklist.

Community Connection: *Puzzle Exchange in Lobby*

We have had a tremendous response to this offering, which we hope will help patrons fight off the winter doldrums.

Here are some sample screenshots of our online presence from December:



Performance for Your Post

7,979 People Reached

309 Reactions, Comments & Shares

187 Like	54 On Post	133 On Shares
25 Love	9 On Post	16 On Shares
3 Wow	0 On Post	3 On Shares
56 Comments	19 On Post	37 On Shares
39 Shares	39 On Post	0 On Shares

498 Post Clicks

14 Photo Views	0 Link Clicks	484 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



facebook

Program Statistics - December 2020

Adult Programs	Primary Event Type	Attendance	Sessions
20s/30s Grownup Storytime	20 and 30 Somethings	9	1
A History of Popular Christmas Carols and Songs	Common Connection	58	1
Ciao Italia!	Adult Program	15	1
Craft Club	Adult Program	4	1
Craft Kit: Embroidered Constellations	Adult Program	36	1
Craft Kit: Illinois Home Pallet Sign	Adult Program	46	1
Craft Kit: Tea Towel	Adult Program	47	1
Culture Club: Portugal	Adult Program	28	1
Great Decisions	Adult Program	20	1
GreenMan Theatre Presents: Holiday Stories	Common Connection	67	1
Holiday Table Setting	Adult Program	43	1
How to Write Your Memoir	Common Connection	24	1
Legends & Folklore of Winter	Common Connection	54	1
Library Board Meeting	Adult Program	11	1
New Skill Saturday: Gingerbread Bird House	Create	115	4
Next Chapter Book Club	Library Insiders	17	1
Producing Podcasts	Technology	2	1
Social Issues Learning Group	Library Club	10	1
Trading Titles	Adult Book Discussion	11	2
Vitalant Blood Drive	Adult Program	26	1
What Had Happened Was ...	Common Connection	21	1
What We're Enjoying Wednesday	Books and Authors	135	4
Winter Stitch-Along	Adult Program	427	5
Writing the Winning Resume	Adult Program	8	1
Yardzee Dice	Adult Program	27	1
YouTube Content Creation Tips	Technology	9	1
TOTALS		1,270	37
Teen Programs	Primary Event Type	Attendance	Sessions
Grand Opening: Teen Showcase Virtual Gallery	High School	1	1
Minecraft Mondays	High School	29	4
Minecraft UHC	High School	66	5
Smash Bros. Tournament	High School	24	5
Teen Advisors	High School	6	5
Teen Jackbox Game Night	High School	6	1
TOTALS		132	21
Kids' Library Programs	Primary Event Type	Attendance	Sessions
Anytime Storytime	Storytime	94	4
Celebrate the Winter Solstice	Family	70	1
Family Kitchen Jam Session	Family	4	1
Family Minecraft Challenge: Tunnel Cities	Family	6	1
Fun for 3s, 4s, and 5s	Storytime	118	3
Holiday Origami	Middle School	42	1
Kids' Online Chess	Elementary School	17	1
Kids' Ornament Take and Make	Elementary School	34	1
Little Wiggles Storytime	Storytime	225	5
Make a Snowflake Bookmark	Family	20	1
New Year's Eve Fun for 3s, 4s, and 5s	Storytime	28	1
Outdoor Explore: Birds in Winter	Preschool	50	1
Phases of the Moon Wall Hanging	Middle School	22	1
Songs and Stories	Storytime	109	4
Spanish/English Bilingual Storytime	Storytime	23	1

Winter Reading Promotion Schl Classrooms	k-5	3,427	5
TOTALS		4,289	32
Passive Programs	Primary Event Type	Attendance	Sessions
Adult Passive Programs:			
Puzzle Swap	Adult Program	381	1
Telling a People's Story Exhibit...	Adult Program	10	1
Recording of 12/2/20 What Had Happened Was...		26	1
Recording of 12/7/20: A History of Popular Christmas Carols and Songs		83	1
How to Pause the Embroidery Machine		19	1
How to Load the Embroidery Hoop		7	1
Recording of 12/16 Legends and Folklore of Winter		39	1
How to Move Designs for the Embroidery Machine		10	1
How to Upload Images for Cricut Design Space		10	1
When to Group Weld or Attach in Cricut Design Space		13	1
How to Get Started on Easel for the Carvey		6	1
How to Pick the Drill Bit for the Carvey		5	1
How to Use the Detailed Bit Feature in Easel		9	1
How to Select Designs on the Embroidery Machine		11	1
How to Weld Script Fonts in Cricut Design Space		4	1
How to Thread a Sewing Machine		13	1
How to Insert a Bobbin in a Sewing Machine		4	1
How to Load HTV on a Cricut Cut Mat		12	1
How to Wind a Bobbin		3	1
Kids' Passive Programs:			
1000 Bk before K for December	Preschool	7	1
Winter Reading 2020: Books for Kindergarten and Grade 1		21	1
Winter Reading 2020: Books for Grades 2 & 3		12	1
Winter Reading 2020: Books for Grades 4 & 5		8	1
Adult Program Grand Total Attendance		1,935	
Total Passive Program Attendance		665	
Total Program Attendance		1,270	
Teen Program Grand Total Attendance		132	
Total Passive Program Attendance		0	
Total Program Attendance		132	
Middle School Program Grand Total Attendance		0	
Total Passive Program Attendance		0	
Total Program Attendance		0	
Kids' Program Grand Total Attendance		4,337	
Total Passive Program Attendance		48	
Total Program Attendance		4,289	
Passive Program Total Attendance		713	
Additional Views of EPL programs on YouTube March-Dec.	12,266		
Total Attendance		6,404	
Total Programs			113

**Board Report
December 2020**

	Dec-20	Dec-19	PER CENT CHANGE	CUMULATIVE TOTAL FY 20	FY 19	PER CENT CHANGE
Circulation						
Adult	53,658	51,572	4%	590,621	664,398	-11%
Kids' Library	43,341	33,512	29%	430,030	530,806	-19%
ILL Received	1,266	1,121	13%	11,277	16,546	-32%
Total	98,265	86,205	14%	1,031,928	1,211,750	-15%
<i>% Renewal</i>	<i>48%</i>	<i>27%</i>				
<i>Digital Material</i>	<i>16,828</i>	<i>15,432</i>	<i>9%</i>	<i>247,305</i>	<i>180,300</i>	<i>37%</i>
<i>Database Usage</i>	<i>1,394,124</i>	<i>16,491</i>	<i>8354%</i>	<i>1,626,795</i>	<i>237,712</i>	<i>584%</i>
Number of Days Open	29	29				
Online Statistics						
Web Site Visits	104,275	129,690	-20%	1,458,831	1,609,495	-9%
Web Site Unique Visitors	100,695	123,768	-19%	1,415,442	1,625,252	-13%
Web Site Page Views	119,508	146,723	-19%	1,671,514	2,007,196	-17%
Sessions on Public Computers	5,780	24,490	-76%	81,614	293,418	-72%
Wifi Sessions	8,432	24,153	-65%	126,510	291,371	-57%
Reference Queries						
Adult Reference	3,146	4,200	-25%	33,643	50,296	-33%
Kids' Library	1,069	779	37%	9,572	16,141	-41%
Total Reference Req.	4,215	4,979	-15%	43,215	66,437	-35%
<i>One to One Tutorials</i>	<i>16</i>	<i>26</i>	<i>-38%</i>	<i>261</i>	<i>294</i>	<i>-11%</i>
Meeting Room Use						
Library Programs	113	161	-30%	1,144	2,043	-44%
Public Meetings	0	85	-100%	266	1,121	-76%
*Group Study Rooms	0	1,603	-100%	4,416	18,472	-76%
Total Programs/Meetings	113	1,849	-94%	5,826	21,636	-73%
<i>Passive Programs</i>	<i>23</i>	<i>18</i>	<i>28%</i>	<i>151</i>	<i>141</i>	<i>7%</i>
Program Attendance						
Adults	1,270	687	85%	13,696	12,667	8%
Teens	132	574	-77%	1,443	1,951	-26%
Middle School	0	64	-100%	141	2,298	-94%
Kids	4,289	2,244	91%	25,504	40,613	-37%
Library Wide	0	0	0%	0	1,361	-100%
Passive Program	713	581	23%	5,303	13,860	-62%
Total Program Attendance	6,404	4,150	54%	46,087	72,750	-37%
Visitor Count						
In-house	12,586	40,404	-69%	192,792	561,923	-66%
Drive-up	4,217	1,952	116%	32,987	27,143	22%
Total	16,803	42,356	-60%	225,779	589,066	-62%
<i>Makery</i>	<i>0</i>	<i>1,550</i>	<i>-100%</i>	<i>3,481</i>	<i>16,767</i>	<i>-79%</i>
<i>Creative Studio</i>	<i>0</i>	<i>154</i>	<i>-100%</i>	<i>347</i>	<i>1,594</i>	<i>-78%</i>

**Board Report
December 2020**

Elmhurst Library Cards

Card Holders 12/01/20	27,460		
Added	71		
Withdrawn	2,396	Purge of expired cards & cards of patrons who have moved out of Elmhurst	
Card Holders 12/31/20	25,135		

Elmhurst Cards Used 7,498 9,045 -17%

Nonresident Cards

	ADULT	JUVENILE	TOTAL
Card Holders 12/01/20	34	7	41
Added	2	0	2
Expired	0	0	0
Card Holders 12/31/20	36	7	43

Reciprocal Borrower Cards

Card Holders 12/01/20	763
Added	16
Expired	59
Card Holders 12/31/20	720

Collection Totals

	Adult	Juvenile	Total
Books	121,840	71,286	193,126
Compact Discs	16,678	1,603	18,281
Playaways Audio	1,540	711	2,251
Magazines	7,202	245	7,447
DVDs	16,221	5,933	22,154
Blu-ray	1,690	542	2,232
CD-ROM	0	88	88
Console Video Games	878	814	1,692
Launchpads	7	58	65
Culinary Cupboard	79	0	79
Board Games/Puzzles	237	161	398
eReaders	0	52	52
Knitting Needles	47	0	47
Vinyl Records	163	0	163
Kits	0	220	220
Toys	0	286	286
eBooks	45,880	0	45,880
eAudio Recordings	24,406	0	24,406
eComics	7,364	0	7,364
eMusic	10,169	0	10,169
eVideo	36,849	0	36,849
eMagazines	193	0	193
Equipment (Circulating)	164	0	164
Media Players	17	0	17
Photo Equipment	12	0	12
Eco Devices	5	0	5
Makery (Equip. Power Cords)	19	0	19
Canvas Bags	2,737	0	2,737
Teachers Bags	77	0	77
Umbrellas	51	0	51
Creative Studio	67	0	67
TOTAL	294,592	81,999	376,591