

### Director's Report

- The Library has a new expanded online magazine service on the Libby or Overdrive app. Patrons now have access to over 2,400 titles, which they can check out on their favorite digital device. There's a magazine for everything! From bird watching to bike repair, if you have a hobby, then there's a magazine for that. The collection also includes popular magazine titles such as Time, Better Homes and Gardens and Reader's Digest.
- Media Match is a new service we're offering that repackages traditional reader's advisory to include listening and watching recommendations. There's also Media Match Junior for kids. Patrons fill out an online application and are paired with a selector. Selectors will suggest media options including, movies, podcasts and TV shows.
- We continue to watch what Illinois libraries are doing to mitigate the risks of spreading the COVID virus. Most libraries closed again in early December and a handful of libraries remained open like us. The libraries that closed are reopening and continuing to limit visit times and capacity. We will continue to evaluate operating procedures as new data is produced by the County and State.

# ADULT SERVICES DEPARTMENT REPORT

## January 2021

### **Patron Interactions**

Things got a little busier with the new year. January interaction numbers were up for the first time since July.

### **Virtual Meeting Rooms**

Virtual meeting room use continues to slowly increase. Thirty-six virtual online meetings were held in January.

### **Winter Reading**

The Winter Reading program for Adults and Highschool continued this month and runs through the end of February. In January, 52 reading challenges ( <http://elmlib.org/challenge> ) have been requested by 34 patrons. Each completed challenge is an entry into the prize drawing to win one of 3 City Centre Gift Cards. Your last chance to request a challenge is February 21.

### **Tax Information**

While the official individual income tax season isn't starting until February 12, the tax information display has started to go up as materials became available and patrons started asking questions. A complete set of photocopyable federal and state tax forms along with J.K. Lasser books and bookmarks with local and general information will be available by the time the season is begun.

### **Digital Magazine Transition**

RBDigital Magazines transitioned on January 25th to Libby after RBDigital was acquired by Overdrive last year. The new product took our collection of eMagazines from 100 titles to over 3000 between Libby and Flipster.

# KIDS' LIBRARY DEPT REPORT

January 2021

Kids' staff kept busy preparing for the launch of our picture book audit on February 1. Twenty-six staff from across the library volunteered to assist as we gather data on the various types of representation that can be found in our picture books.

Patron feedback on January 18<sup>th</sup>: [...] *we are so very grateful that you have remained open for us to visit and pick out books. Your books have been one of the primary ways we've stayed busy during the pandemic, and the depth and breadth of your well curated collection has been so appreciated. We also have very few safe places to visit, so we are ever so grateful for our 2x a month visit. Finally, we are grateful for your focus on bringing in more diverse books with characters of different races/cultures and family dynamics that stray from mom/dad/kids. Thank you for all you do!*

## Programs

**Ruth Ronnau** shared that her January 13<sup>th</sup> Create Your Own Comics program was a blast. The kids' comics were so funny and silly; they didn't seem worried about their drawing skills and just went for it.

**Lori Lorenz** shared that after her January 14<sup>th</sup> Owl Diaries program, she had a patron who sat in on the Owl Diaries book party call and Lori helped the patron brainstorm things she could do remotely with her 1<sup>st</sup> grade granddaughter who lives in Atlanta.

**Katie Stringwell** led the January 18<sup>th</sup> program "Why Kids Need Diverse Picture Books," with appearances from **Gloria Walsh-Rock, Lori Lorenz, Allison Davis, Jan Simmons, Nuala Maloney-Murphy, and Alea Perez**. It shared information on why representation matters and provided titles for parents to check out. Patrons shared the following comments on it:

- *Great resource for parents and teachers!*
- *It looks like our Elmhurst Public Library is doing a fantastic job of reaching out while opening eyes and minds to some great reads.*
- *loved it!*

## School, Scouts, & Community Outreach

**School** – Bluestem booktalks have been recorded to be shared with the schools and posted on EPL@ Home, on YouTube.

**Scouts** – **Nuala Maloney-Murphy** and **Linnea Dolan** did a pilot Scout Zoom program on Friday, January 29. It went well and in feedback provided from three parents, all said their scout's favorite part of the program was when they played Pictionary and they were able to use the whiteboard to draw.

## Staff Training

**Lori Lorenz, Gloria Walsh-Rock, Nuala Maloney-Murphy, Allison Davis, Lori Hoegler, and Alea Perez** participated in **16.75 hours** of staff training and networking opportunities. Topics included programming in a pandemic, diversity audits, intellectual freedom and social justice, and makerspaces.

# MARKETING DEPARTMENT REPORT

January 2021

## January Marketing Topics included:

### Program: *Common Connection: Find Your Voice*

Our quarterly Common Connection topics use lectures, discussion, and critical thinking to identify topics that influence the world today – no matter who we are. This winter, we encourage our community to find their own voices or help amplify someone else's. The world is listening.

[elmlib.org/common](http://elmlib.org/common)

### Collection: *Learning Links - Parent Teacher Student collection*

After winter break, we revisited the excellent academic support collection that was put together by Kids' Library staff after the pandemic started. In addition to this physical collection, which can be found near the Kids' Help Desk, we also promoted our online Homework Help services and collections.

[elmlib.org/homework](http://elmlib.org/homework)

### Service: *Winter Reading programs*



Our popular Winter Reading Programs run until February 28! We have a reading programs for people of all ages.

Adults and High School Students: Take our Winter Reading Challenge by filling out a quick entry form. Based on your likes and dislikes, a Librarian chooses a title out of your comfort zone—especially for you.

Kids newborn to 8th grade: Be a Smart Cookie by reaching your reading goals!

[elmlib.org/winter](http://elmlib.org/winter)

### Insiders Scoop: *eNewspapers*

Love reading newspapers? Read them online with PressReader using your browser or the PressReader app! Get instant online access to today's newspapers from around the world in full-color, full-page format and a small collection of magazines. This ever-expanding collection currently includes more than 2,000 U.S. and international titles.

## Community Connection: Valentine Card Project

We encouraged our community to create a Valentine's Day card for seniors, veterans, or Ronald McDonald House kids. Cards could be made from scratch or templates were available through the Library's website.

[elmlib.org/community](http://elmlib.org/community)

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

The screenshot shows a Facebook post from Elmhurst Public Library. The post text reads: "We are proud to announce that we continue to be your Five-Star Library! Read about it at [elmlib.org/stars](http://elmlib.org/stars)". Below the text is a green banner with five orange stars. The post has 713 people reached and 80 engagements. A comment from JoAnn Naraine is visible, praising the library's resources during the pandemic. The right sidebar shows performance metrics for the post.

| Performance for Your Post       |                  |                 |
|---------------------------------|------------------|-----------------|
| 713 People Reached              |                  |                 |
| 40 Reactions, Comments & Shares |                  |                 |
| 37 Like                         | 37 On Post       | 0 On Shares     |
| 1 Love                          | 1 On Post        | 0 On Shares     |
| 2 Comments                      | 2 On Post        | 0 On Shares     |
| 0 Shares                        | 0 On Post        | 0 On Shares     |
| 40 Post Clicks                  |                  |                 |
| 0 Photo Views                   | 8 Link Clicks    | 32 Other Clicks |
| NEGATIVE FEEDBACK               |                  |                 |
| 0 Hide Post                     | 0 Hide All Posts |                 |
| 0 Report as Spam                | 0 Unlike Page    |                 |



facebook

The screenshot shows an Instagram post from the account askelmhurst. The post features a video of Amanda Gorman speaking at a podium. The caption reads: "Were you inspired by inaugural poet Amanda Gorman? Unlock the power of #poetry with books from the 2nd Floor display!". The post has 29 likes and was posted on January 26.



Instagram

# PROGRAM STATISTICS

January 2021

| Adult Programs                                  | Primary Event Type    | Attendance | Sessions  |
|---|-----------------------|------------|-----------|
| 20s/30s Book Discussion: Read a Memoir!         | 20 and 30 Somethings  | 4          | 1         |
| 20s/30s Murder Mystery Party                    | 20 and 30 Somethings  | 8          | 1         |
| Adult Book Discussion                           | Adult Book Discussion | 11         | 2         |
| Ciao Italia!                                    | Adult Program         | 12         | 1         |
| Craft Club                                      | Adult Program         | 1          | 1         |
| Culture Club: Mediterranean Music Cruise        | Adult Program         | 13         | 1         |
| Genealogy Club: Dig Into Your Research          | Adult Program         | 2          | 1         |
| Great Decisions                                 | Adult Program         | 11         | 1         |
| Interviews: A Perspective from Across the Desk  | Business              | 25         | 1         |
| Library Board Meeting                           | Adult Program         | 11         | 1         |
| Meditation as a Strategy for Stress-Free Living | Adult Program         | 16         | 1         |
| Music Theory for Songwriters                    | Technology            | 7          | 1         |
| Next Chapter Book Club                          | Library Insiders      | 31         | 2         |
| Organizing Solutions to Pandemic Problems       | Adult Program         | 19         | 1         |
| Social Issues Learning Group                    | Library Club          | 7          | 1         |
| The Immigrant Experience on Film                | Common Connection     | 33         | 1         |
| The Shakespeare Project of Chicago              | Common Connection     | 74         | 1         |
| Understanding Behavioral Interview Questions    | Adult Program         | 18         | 1         |
| <b>TOTALS</b>                                   |                       | <b>303</b> | <b>20</b> |
| Teen Programs                                   | Primary Event Type    | Attendance | Sessions  |
| Anime / Manga Drawing: Beginners                | High School           | 4          | 1         |
| Creative Writing for Teens                      | High School           | 5          | 1         |
| First Thursdays: Careers                        | High School           | 2          | 1         |
| Learn About FAFSA: College Financial Aid Form   | High School           | 6          | 1         |
| Minecraft Mondays                               | High School           | 41         | 4         |
| Minecraft UHC                                   | High School           | 76         | 4         |
| Smash Bros. Tournament                          | High School           | 19         | 4         |
| Teen Advisors                                   | High School           | 5          | 4         |
| Teen Jackbox Game Night                         | High School           | 1          | 2         |
| <b>TOTALS</b>                                   |                       | <b>159</b> | <b>22</b> |
| Middle School Programs                          | Primary Event Type    | Attendance | Sessions  |
| <b>TOTALS</b>                                   |                       | <b>0</b>   | <b>0</b>  |
| Kids' Library Programs                          | Primary Event Type    | Attendance | Sessions  |
| 1000 Bks B4 Kindergarten                        | Preschool             | 11         | 1         |
| Create Your Own Comics                          | Elementary School     | 14         | 1         |
| Fun for 3s, 4s, and 5s                          | Storytime             | 140        | 4         |
| Kids' Online Chess                              | Elementary School     | 9          | 1         |
| Little Wiggles Storytime                        | Storytime             | 226        | 4         |
| Owl Diaries Party                               | Elementary School     | 10         | 1         |
| Songs and Stories                               | Storytime             | 130        | 4         |
| Songs and Stories                               | Storytime             | 34         | 1         |
| Zoom Prgm Why Kids Need Diverse Picture Books   | Elementary School     | 2          | 1         |
| <b>TOTALS</b>                                   |                       | <b>576</b> | <b>18</b> |
| Passive Programs                                | Primary Event Type    | Attendance | Sessions  |
| <b>Adult Passive Programs:</b>                  |                       |            |           |
| Cozy Cottage Painting                           | Adult Program         | 78         | 1         |

|  |                   |       |    |
|--|-------------------|-------|----|
| Craft Kit: Botanical Poster                                | Adult Program     | 69    | 1  |
| EPL @ Home Learn about Martin Luther King                  | Adult Program     | 58    | 1  |
| Health and Fitness with Technology                         | Technology        | 100   | 1  |
| New Exhibit! Telling a People's Story                      | Adult Program     | 73    | 1  |
| New Skill Saturday: DIY Dry Erase Board                    | Create            | 38    | 1  |
| New Skill Saturday: How to Make a Vision Board             | Adult Program     | 28    | 1  |
| Papier-mâché Nesting Bowls                                 | Adult Program     | 36    | 1  |
| Recording of 1/14 Culture Club: Mediterranean Music Cruise | Adult Program     | 37    | 1  |
| Recording of Organizing Solutions for Pandemic Problems    | Adult Program     | 20    | 1  |
| Tangling   | Adult Program     | 38    | 1  |
| What We're Enjoying Wednesday                              | Books and Authors | 76    | 2  |
| Winter Stitch-Along  | Adult Program     | 578   | 5  |
| Winter Stitch-Along  | Adult Program     | 6     | 1  |
| <b>Teen Passive Programs:</b>                              |                   |       |    |
| Take and Make Craft: Brighten Up Your Winter Decoration    | High School       | 42    | 1  |
| <b>Middle School Passive Programs:</b>                     |                   |       |    |
| <b>Kids' Passive Programs:</b>                             |                   |       |    |
| Anytime Storytime  | Storytime         | 123   | 5  |
| Bluestem Award Nominees                                    | Elementary School | 24    | 2  |
| Bullet Journaling  | Middle School     | 58    | 1  |
| Community Connection: Valentine's Day Card Project         | Family            | 57    | 1  |
| Homeschool Writing Prompt                                  | Elementary School | 10    | 1  |
| Learn to Use a 3D Printer                                  | Elementary School | 10    | 1  |
| Make a Mo Willems Stick Puppet                             | Family            | 58    | 1  |
| Outdoor Explore: Ice!                                      | Preschool         | 45    | 1  |
| Passive Program Rebecca Caudill                            | Elementary School | 14    | 1  |
| Recording of Why Kids Need Diverse Picture Books           | Family            | 58    | 2  |
| Science Makers: What's Inside of Me?                       | Elementary School | 30    | 1  |
| Snowflake Bookmarks Jan kit stats                          | Family            | 80    | 1  |
| Snowman Measuring Sticks for Kids                          | Elementary School | 58    | 1  |
| <b>Adult Program Grand Total Attendance</b>                |                   |       |    |
| Total Passive Program Attendance                           |                   | 1,235 |    |
| Total Program Attendance                                   |                   | 303   |    |
| <b>Teen Program Grand Total Attendance</b>                 |                   |       |    |
| Total Passive Program Attendance                           |                   | 42    |    |
| Total Program Attendance                                   |                   | 159   |    |
| <b>Middle School Program Grand Total Attendance</b>        |                   |       |    |
| Total Passive Program Attendance                           |                   | 0     |    |
| Total Program Attendance                                   |                   | 0     |    |
| <b>Kids' Program Grand Total Attendance</b>                |                   |       |    |
| Total Passive Program Attendance                           |                   | 625   |    |
| Total Program Attendance                                   |                   | 576   |    |
| <b>Passive Program Total Attendance</b>                    |                   |       |    |
|  |                   | 1,902 |    |
| <b>Total Attendance</b>                                    |                   |       |    |
|  |                   | 2,940 |    |
| <b>Total Programs</b>                                      |                   |       |    |
|  |                   |       | 99 |

# STATISTICAL REPORT

## January 2021

### Circulation

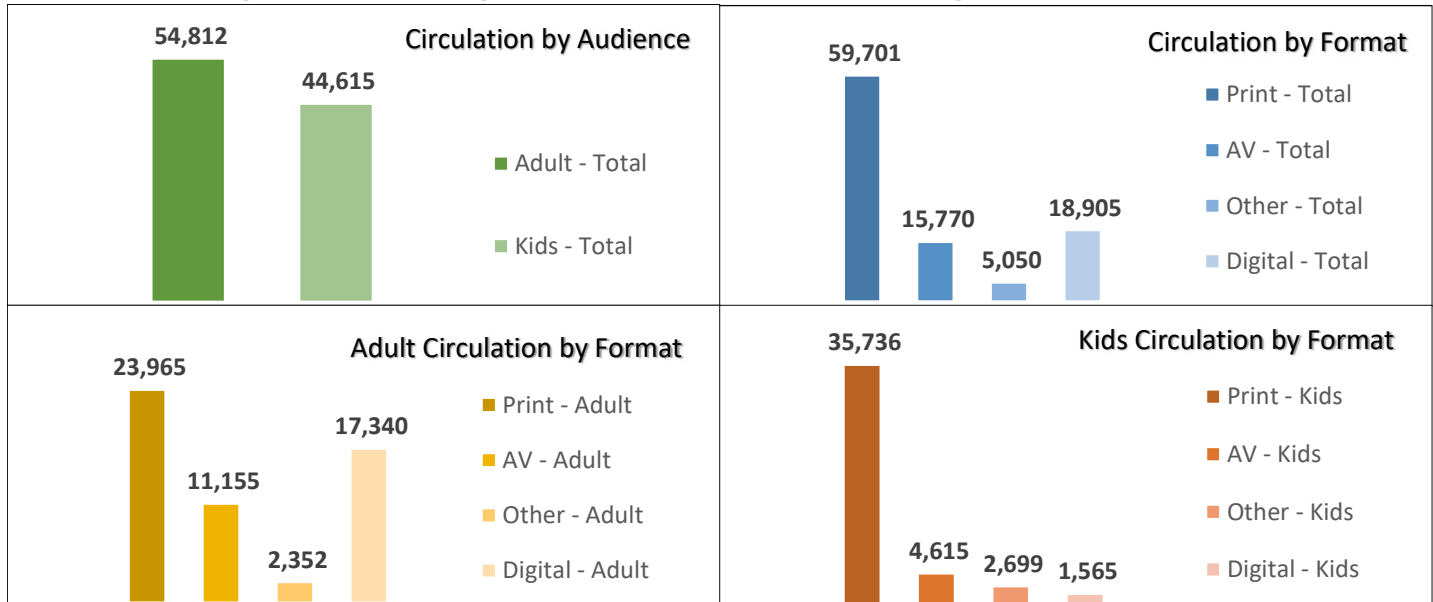
**Total Circulation**  
**81,855** ↓ -23%  
 105,898 last year  
**Card Holders**  
 25,143

**Library Card Usage**  
**7,555** ↓ -20%  
 9,487 last year

**Library Cards Issued**  
**Elmhurst**  
 (Issued)  
**Reciprocal Borrower**  
 (Registered)

**77** ↓ -50%  
 154 last year  
**19** ↓ -71%  
 65 last year

**Interlibrary Loan**  
**Borrowed** **1,367** ↓ -5%  
 1,445 last year  
**Lent** **886** ↓ -11%  
 999 last year



### Technology Usage

**Public Computer Use**  
**2,575** ↓ -90%  
 25,396 last year

**Website Visits**  
**104,283** ↓ -24%  
 137,187 last year

**Self Checkout**  
 (% of total checkouts)  
**36%** ↑ 29%  
 28% last year

**WiFi Sessions**  
**8,618** ↓ -66%  
 25,135 last year

### Reference Queries

**Reference Questions Total**  
**3,397** ↓ -38%  
 5,482 last year

**Reference Questions**  
**Adult**  
**2,252** ↓ -49%  
 4,391 last year

**Kids**  
**1,145** ↑ 5%  
 1,091 last year

### Meeting Room Use

**Library Programs**  
**99** ↓ -28%  
 138 last year

**Public Meetings**  
**27** ↓ -78%  
 121 last year

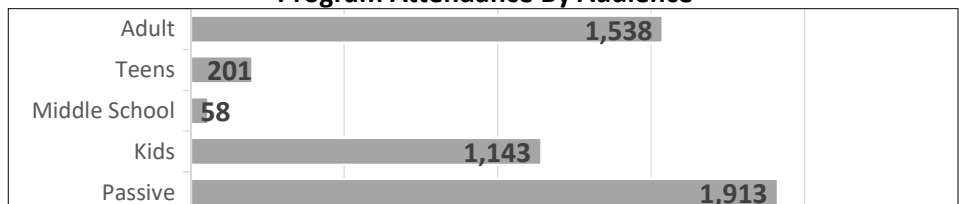
**Group Study Rooms**  
**-** ↓ -100%  
 1,608 last year

### Programs

**Program Attendance**  
**4,853** ↑ 1%  
 4,795 last year

**Library Programs**  
**99** ↓ -28%  
 138 last year

#### Program Attendance By Audience



### Library Visits

**Total Visits**  
**17,130** ↓ -62%  
 45,362 last year

**Walk-In**  
**12,863** ↓ -70%  
 42,857 last year

**Drive-Up Visits**  
**4,267** ↑ 70%  
 2,505 last year

**In House Visits**  
**Makery**  
**-** ↓ -100%  
 1,384 last year

**Creative Studio**  
**-** ↓ -100%  
 149 last year

## Monthly Comparison

## Total Circulation

81,855  -23%  
105,898 last year

## Adult Circulation

37,452  -38%  
60,036 last year


## Kids Circulation

43,036  -3%  
44,411 last year


## ILL Borrowed from Other Libraries

1,367  -6%  
1,451 last year

## Digital Material Circulation

18,905  5%  
17,947 last year


## Databases

1,515,358  5258%  
28,284 last year

## Reference Questions Total

3,397  -38%  
5,482 last year

## One on One Tutorials

-  -100%  
57 last year

## Number of Programs

99  -28%  
138 last year

## Program Attendance

4,853  1%  
4,795 last year

## In-Person Visitors

12,863  -70%  
42,857 last year

## Drive-Up Visitors

4,267  70%  
2,505 last year

## Year To Date Comparison

## Total Circulation

81,855  -23%  
105,898 last year


## Adult Circulation

37,452  -38%  
60,036 last year

## Kids Circulation

43,036  -3%  
44,411 last year


## ILL Borrowed from Other Libraries

1,367  -6%  
1,451 last year

## Digital Material Circulation

18,905  5%  
17,947 last year


## Databases

1,515,358  5258%  
28,284 last year

## Reference Questions Total

3,397  -38%  
5,482 last year

## One on One Tutorials

-  -100%  
57 last year


## Number of Programs

99  -28%  
138 last year


## Program Attendance

4,853  1%  
4,795 last year

## In-Person Visitors

4,267  -90%  
42,857 last year

## Drive-Up Visitors

17,130  584%  
2,505 last year

# STATISTICAL REPORT

## January 2021

### Collection Totals

#### Books and Magazines

198,850

#### Library of Extraordinary Things and Electronics

4,337

#### Audio Visual

44,590

#### Digital

125,190

### Notable Happenings in Circulation

- We issued our first *Cards for Kids* library card to a student from York High School. Three applications have been submitted since we began the program giving library access to these previously unserved students. At the request of Elmhurst school personnel, we created Spanish language version of the application.
- No Non resident cards were purchased this month.
- The busiest day at the Drive Up Window was Monday, January 25.
  - 207 patrons were served that day.
  - 4,267 patrons were served at the Drive Up Window in January where they picked up holds and Craft Kits.
- We filled 8,916 holds this month. That is a 20% increase from January 2020.