

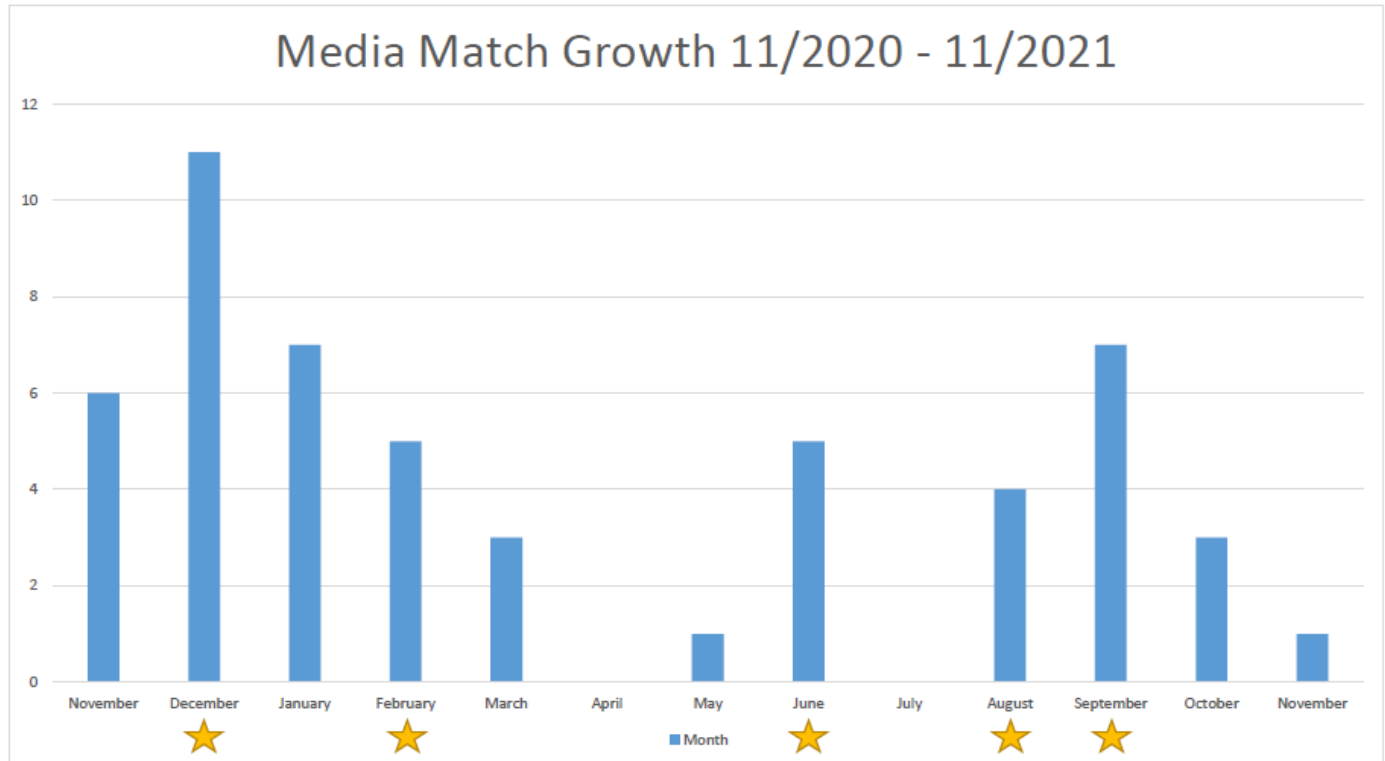
Director's Report

- EPL received a Five-star designation for the fifth year in a row! It is wonderful to continue to qualify for this distinguished designation. The data for the rankings is compiled from FY 2019. This year, 5,608 libraries from across the U.S. qualified to be rated and 262 are Star libraries. The rankings designate three-Star, four-Star, or five-Stars with five-Stars being the highest. Our high ranking is based on usage statistics such as: circulation, e-circulation, visits, program attendance, computer usage, wi-fi sessions, and public computers. I always say it takes a group effort to be a five-Star Library! We need our staff, the Board, and our patrons to make this all work. Thank you, everyone!
- Staff are enjoying the Winter Wonderland festivities at EPL. We celebrated with a cookie exchange, the staff luncheon, Secret Santa, and a hot coco bar. The Department Heads also decorated the Staff Lounge with silver stars and white lights. The staff luncheon continues to be a staff favorite. All good things this season!

ADULT SERVICES DEPARTMENT REPORT

Nov 2021

Media Match First Year Annual Report



This graph shows the total number of Media Match request submissions from November 2020 to November 2021. Over the course of 12 months, 53 submissions were received – 30% of which signed up for monthly recommendations -- and a total of 87 recommendation lists were sent out to patrons. We saw the highest number of requests during months that included some sort of marketing push. The yellow star marks each month where marketing was done for Media Match, including Instagram (Sep. '21), Fine Print (Dec. '20, Feb. '20) and pop-up programming (June '21, Aug. '21). For the immediate future, we are planning a bookmark, displays, and additional social media promotions to drive patron interest in the service.

Patron Interactions

November was the first month that we've seen a smaller gap between 2021 and 2019 interaction numbers, showing 2021 numbers to be only 29% less than the same period in 2019. Past months were 30-35% below. As of December 14, numbers reflect that this change is holding steady into December.

Creative Studios

Creative Studio usage increase by 100% in November. Like our interaction numbers, this usage appears to also be holding steady for December thus far. We've begun a cycle of quarterly marketing pushes for specific aspects of the studio along with staff training to support increased interest in the service. This quarter is digitization services.

Book Discussion Area Renovation

The installation of the shelving and new displays and furniture is complete. Marketing and ADS staff have been collaborating on renaming and rebranding the space. We're also still working on overall signage and displays, but overall the renovated space looks amazing! Stop on by and see the progress!

KIDS' LIBRARY DEPT REPORT

November 2021

On November 17th, a caregiver shared this delightful message about **Kelsey Wilcoxon's** Monday storytime program, Mother Goose and Me:

I just want to thank you for the wonderful programs you offer! We are having a blast at our Mother Goose class, our teacher is one of the nicest we've met! As you can see from this video she keeps our attention, she picks amazing books and songs and keeps our attention the entire half hour ♥ We look forward to Monday mornings!

Lori Hoegler led staff in a new display and booklist endeavor for the department: a Top Picks of 2021, based on well-reviewed titles that were released this calendar year. Many staff curated lists for our different grades, ages, and formats, and the display has been popular with our patrons.



School, Scouts, & Community Outreach

Nuala Maloney-Murphy, **Linnea Dolan**, and **Shaira Rock** provided a program for a Bear Scout group on November 8, for a Junior Scouts group on November 11, and for a Daisy Scouts group on November 19, serving a total of 38 scouts. One Scout leader praised Linnea for her tour of 1st grade Daisies – the Leader said her daughter couldn't stop talking about wanting to use the Creative Studio and enjoyed the book sorter. Other Scout visits included an engaging digital photography class and a chance to make robotic hands.

Katie Stringwell has been one of many staff members working on increased outreach opportunities for the department and learned that area communities are successfully utilizing text messaging to send news and information about schooling, workshops, etc.

Staff Training

Heather Forster Jensen, **Ruth Ronnau**, **Carol Chlystek**, **Gloria Walsh-Rock**, **Jan Simmons**, **Kelsey Wilcoxon**, **Katie Stringwell**, **Nuala Maloney-Murphy**, **Shaira Rock**, **Linnea Dolan**, **Alea Perez**, and **Allison Davis** participated in **26.45 hours** of training and networking opportunities. Topics included serving tweens, telling stories to connect and making stories more accessible, school facilitators networking, land acknowledgements, exploring gender diversity, learning using movement, and using graphic novels to empower dyslexic learners.

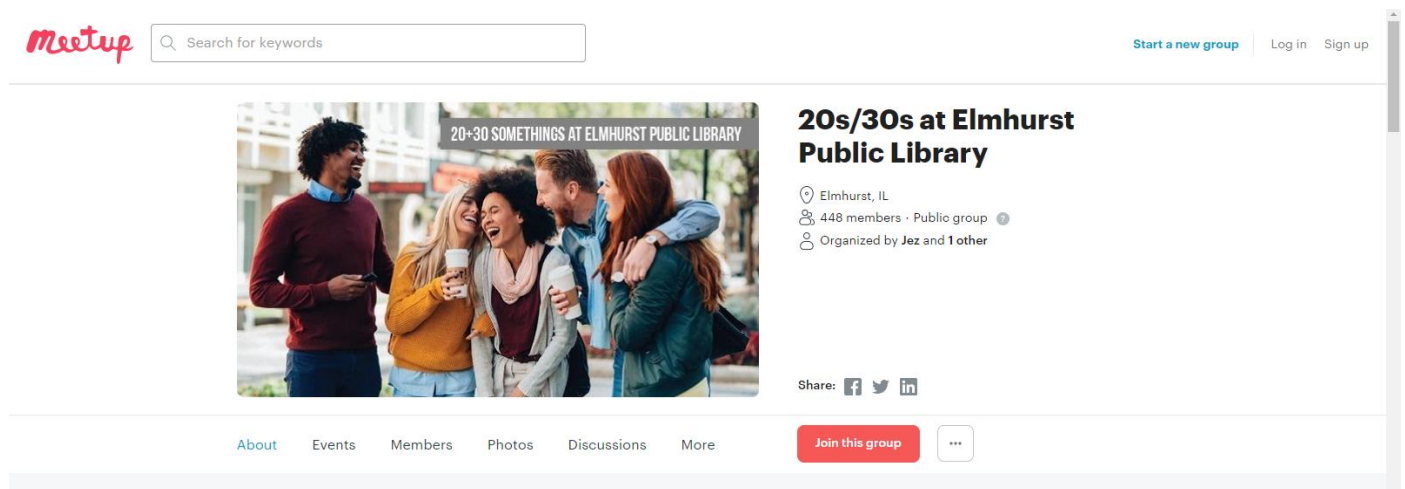
MARKETING DEPARTMENT REPORT

November 2021

November Marketing Topics included:

Programming: 20 + 30 Somethings programming

These events focus on navigating the challenges that come with adulthood, as well as establishing connection with others in the community and showcasing the value of the Library for this demographic.



Collection: Caregivers Corner Collection

The Caregivers Corner is located on the 2nd floor next to the magazines and the large type collections. Its focus is resources for caregivers and the people in their care.

Services: Parking Lot WiFi

Our signal is strong enough that it's available in our parking lot! People are welcome to take a conference call, shoot some quick emails, or just savor the silence from the comfort of their car. No password required.

elmlib.org/wifi

Inside Scoop: Travel Center

Expert librarians stock our Travel Center with the best materials for planning future trips or just armchair travel! Books, maps, and travel DVDs are all shelved together for easy browsing. Located near the fireplace on the 2nd Floor.

elmlib.org/travel

Community Connection: OBOC Author Visit


Our event with Douglas Tallamy, author of our 2021 One Book, One Community read, *Nature's Best Hope*, was a hit. Presented with the Elmhurst Cool Cities Coalition and sponsored by the Friends of the Elmhurst Public Library, it was a great example of community partnership, too.

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

Post details

Elmhurst Public Library
November 8 · 🌐

You never know who will stop by to read a story to the fish in the Kids' Library fish tank!



Get more likes, comments and shares
When you boost this post, you'll show it to more people.

829 People reached 39 Engagements [Boost post](#)

Arts DuPage, Mary Aherne Young and 17 others 1 Comment 1 Share

Like Comment Share

Comment as Elmhurst Public Library

Most relevant ▼

Roberta Hilliger Miss my library where I grew up. This is so sweet.
Like · Reply · Message · 5w

Performance for your post

829 People Reached

26 Reactions, Comments & Shares

17 Like	14 On Post	3 On Shares
5 Love	5 On Post	0 On Shares
3 Comments	1 On Post	2 On Shares
1 Shares	1 On Post	0 On Shares

13 Post Clicks

3 Photo views	0 Link clicks	10 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



askelmhurst · Following

askelmhurst Behind the scenes: A visitor stopped by the Library's back office to make a few copies. He's getting ready for the Kids' Winter Reading program! Can you guess this year's theme?

4w



Instagram

♥ 🔍 ▼ 📌

Liked by j9lau and 28 others

NOVEMBER 13

😊 Add a comment... Post

PROGRAM STATISTICS

November 2021

Adult Programs	Primary Event Type	Attendance	Sessions
160 Minutes: The Race to Save the <i>Titanic</i> (In-Person)	Common Connection	8	1
160 Minutes: The Race to Save the <i>Titanic</i> (Virtual)	Common Connection	32	1
20s/30s Book Discussion: <i>The Midnight Library</i> by Matt Haig	20 and 30 Somethings	0	1
Abstract Painting with Karen Exiner	Create	34	1
Adult Book Discussion: <i>They Called Us Enemy</i> by George Takei (In-Person)	Adult Book Discussion	9	1
Adult Book Discussion: <i>They Called Us Enemy</i> by George Takei (Virtual)	Adult Book Discussion	1	1
Advanced Excel: Pivot Tables	Technology	3	1
Art Therapy Night for 20 + 30 somethings	20 and 30 Somethings	15	1
Ask a Master Gardener	Pop In Activity	17	1
<i>Brooklyn Nine-Nine</i> Trivia	Adult Program	17	1
Chair Yoga	Seniors	11	1
Ciao Italia!	Adult Program	5	1
Classical Music 101 (In-Person)	Adult Program	7	1
Classical Music 101 (Virtual)	Adult Program	9	1
Cricut Design Space	Technology	7	1
Culture Club: Uncover Ancient Egypt (In-Person)	Adult Program	13	1
Culture Club: Uncover Ancient Egypt (Virtual)	Adult Program	21	1
Elmhurst Business Connection	Business	11	1
Great Decisions	Adult Program	13	1
Himmeli Wreath (In-Person)	Adult Program	8	1
Himmeli Wreath (Virtual)	Adult Program	74	1
How Elmhurst City Government Works (In-Person)	Civic Engagement	7	1
How Elmhurst City Government Works (Virtual)	Civic Engagement	12	1
iPhone iOS	Technology	9	1
Is It Alzheimer's or Dementia?	Seniors	15	1
Library Board Meeting	Adult Program	11	1
Microsoft Office Overview	Technology	5	1
NaNoWriMo Write-in	Adult Program	44	4
Native Plants and Pollinators for Our Local Landscapes (In-Person)	One Book	14	1
Native Plants and Pollinators for Our Local Landscapes (Virtual)	One Book	37	1
Next Chapter Book Club	Library Insiders	9	1
One Book, One Community: Author Visit with Douglas Tallamy (In-Person)	One Book	42	1
One Book, One Community: Author Visit with Douglas Tallamy (Virtual)	One Book	68	1
Parenting: Helping Your Kids Ease the Tease (Virtual)	Parents	9	1
Repetition Leads to Success! Mock Interviews (In-Person)	Business	6	1
Repetition Leads to Success! Mock Interviews (Virtual)	Business	0	1
Social Issues Learning Group: The Flint Water Crisis	Adult Program	8	1
Staying Mentally Fit	Adult Program	3	1

The Happy Invention: The History and Significance of Picture Postcards (In-Person)	Common Connection	9	1
The Happy Invention: The History and Significance of Picture Postcards (Virtual)	Common Connection	33	1
TOTALS		656	43
Makery Program	Primary Event Type	Attendance	Sessions
Makery Craft: Custom Apron	Kits	25	1
TOTALS		25	1
Teen Programs	Primary Event Type	Attendance	Sessions
College Financial Aid Process (Virtual)	High School	4	1
Dungeons & Dragons	High School	2	1
Minecraft Mondays	High School	6	5
Minecraft UHC	High School	6	5
Spill!	High School	12	2
Teen Crafternoon	High School	2	1
Teen Video Game Tourney	High School	22	4
TOTALS		54	19
Kids' Library Programs	Primary Event Type	Attendance	Sessions
Celebrate Day of the Dead	Elementary School	100	1
Day of the Dead Drop-in Craft	Family	45	1
Dia all Year! YouTube Reviews for Diverse Books	Elementary School	5	1
Dog Man Trivia	Elementary School	6	1
Family Gratitude Jar	Elementary School	70	1
Free to Be Three Storytime	Storytime	67	4
Fun for 3s, 4s, and 5s (In-Person)	Storytime	34	3
Fun for 3s, 4s, and 5s (Virtual)	Storytime	41	3
Kids' Online Chess	Elementary School	9	1
Little Wiggles Storytime (In-Person)	Storytime	102	5
Little Wiggles Storytime (Virtual)	Storytime	101	5
Make a Spectroscope	Elementary School	40	1
Mother Goose and Me	Storytime	58	5
Online LEGO Club	Elementary School	4	1
Saturday Stories	Storytime	81	4
Scout Robotic Badge Program SR	Elementary School	7	1
Scout Visit 1st grade tour	Elementary School	16	1
Scout Visit grade 4 digital photography	Elementary School	12	1
Songs and Stories	Storytime	53	4
Wonderful Ones and Twos	Storytime	82	4
TOTALS		933	48
Passive Programs	Primary Event Type	Attendance	Sessions
Adult Passive Programs:			
160 Minutes	Adult Program	21	1
Classical Music	Adult Program	9	1
Coloring Books	Adult Program	25	1
Flickering Empire	Adult Program	66	1
How City Government Works	Adult Program	5	1
Movie Melodies	Adult Program	28	1
Native Plants and Pollinators	Adult Program	25	1
One Book, One Community Author Visit with Douglas Tallamy	Adult Program	38	1
Understanding the Cost of Higher Education	Adult Program	17	1

Kids' Passive Programs:			
1000 BksB4K, passive	Preschool	20	1
What is Hanukkah?	Family	26	1
Adult Program Grand Total Attendance		915	
Total Passive Program Attendance		234	
Total Program Attendance		681	
Teen Program Grand Total Attendance		54	
Total Passive Program Attendance		0	
Total Program Attendance		54	
Middle School Program Grand Total Attendance		0	
Total Passive Program Attendance		0	
Total Program Attendance		0	
Kids' Program Grand Total Attendance		979	
Total Passive Program Attendance		46	
Total Program Attendance		933	
Passive Program Total Attendance		280	
Total Attendance		1,948	
Total Programs			122

STATISTICAL REPORT

November 2021

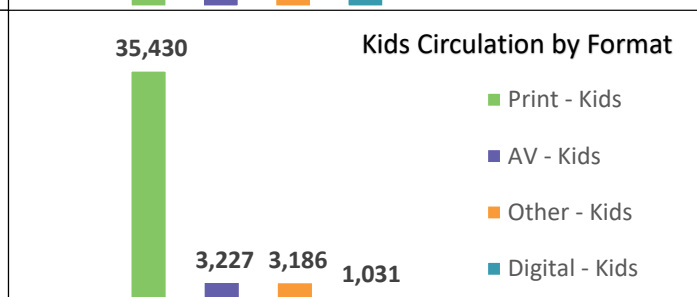
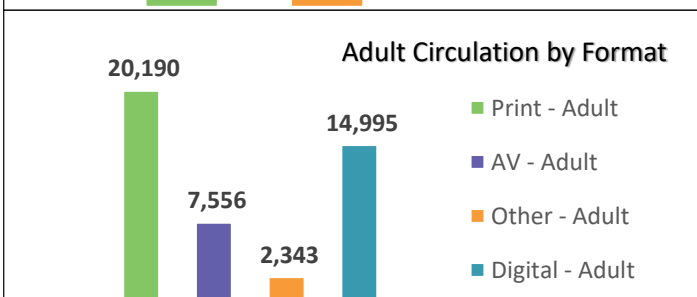
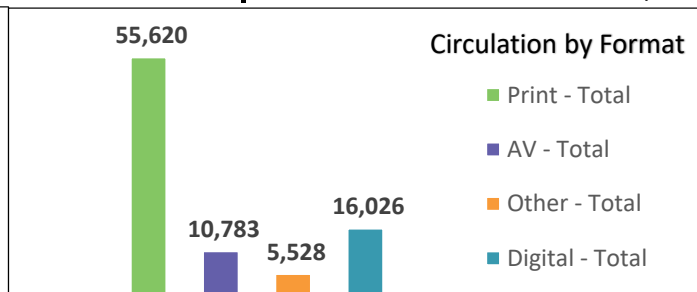
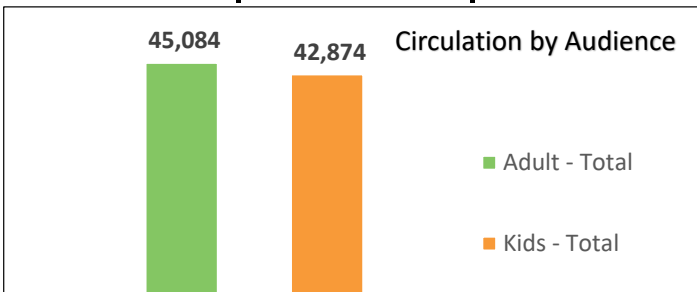
Circulation

Total Circulation
89,100 ↓ -10%
 98,541 last year
Card Holders
 24,645

Library Card Usage
8,377 ↑ 11%
 7,572 last year

Library Cards Issued
Elmhurst
 (Issued)
Reciprocal Borrower
 (Registered)
182 ↑ 104%
 89 last year
40 ↑ 60%
 25 last year

Interlibrary Loan
Borrowed **1,190** ↓ -6%
 1,272 last year
Lent **723** ↓ -5%
 765 last year



Technology Usage

Public Computer Use

12,978 ↑ 359%
 2,828 last year

Website Visits

130,385 ↑ 14%
 114,390 last year

Self Checkout

(% of total checkouts)

41% ↑ 21%
 34% last year

WiFi Sessions

20,340 ↑ 80%
 11,284 last year

Reference Queries

Reference Questions Total

3,677 ↓ -19%
 4,554 last year

Reference Questions

Adult
2,857 ↓ -17%
 3,443 last year

Kids
820 ↓ -26%
 1,111 last year

Meeting Room Use

Library Programs

122 ↑ 39%
 88 last year

Public Meetings

76 → 0%
 - last year

Group Study Rooms

1,429 ↑ 409%
 281 last year

Programs

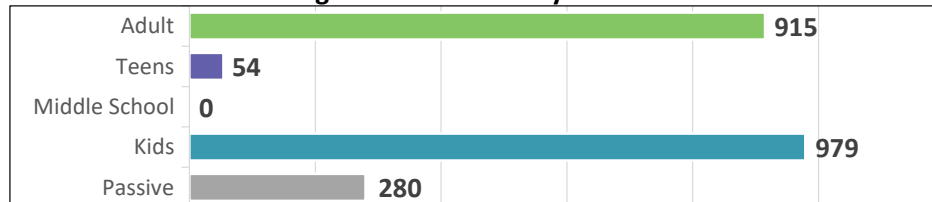
Program Attendance

2,228 ↓ -6%
 2,379 last year

Library Programs

122 ↑ 39%
 88 last year

Program Attendance By Audience



Library Visits

Total Visits

28,196 ↑ 48%
 19,034 last year

In House Visits

Makery **425** ↑ 1081%
 36 last year

Walk-In
26,246 ↑ 76%
 14,905 last year

Drive-Up Visits

1,950 ↓ -53%
 4,129 last year

Creative Studio


69 ↑ 527%
 11 last year

Monthly Comparison

Total Circulation

89,100  -10%
98,541 last year

Adult Circulation

45,055  -13%
51,755 last year

Kids Circulation

42,855  -6%
45,514 last year

ILL Borrowed from Other Libraries

1,190  -6%
1,272 last year

Digital Material Circulation

16,026  -5%
16,911 last year

Databases

18,207  98%
9,206 last year

Reference Questions Total

3,677  -19%
4,554 last year


One on One Tutorials

25  150%
10 last year

Number of Programs

122  39%
88 last year


Program Attendance

2,228  -6%
2,379 last year

In-Person Visitors

26,246  76%
14,905 last year

Drive-Up Visitors

1,950  -53%
4,129 last year

Year To Date Comparison

Total Circulation

1,054,834  13%
933,663 last year

Adult Circulation

546,446  2%
536,963 last year

Kids Circulation

494,898  28%
386,689 last year


ILL Borrowed from Other Libraries

13,491  35%
10,011 last year

Digital Material Circulation

188,060  -18%
230,477 last year

Databases

1,683,411  624%
232,671 last year

Reference Questions Total

38,804  -1%
39,000 last year

One on One Tutorials

403  64%
245 last year

Number of Programs

1,165  13%
1,031 last year

Program Attendance

43,510  10%
39,683 last year

In-Person Visitors

231,831  29%
180,206 last year

Drive-Up Visitors

28,987  1%
28,770 last year

Collection Totals

Books and Magazines

191,788

Library of Extraordinary Things and Electronics

5,989

Audio Visual

40,444

Digital

141,662

Notable Happenings in Circulation

- We issue one and renewed 2 *Cards for Kids* library cards last month.
- One Non resident card was purchased this month for a total of \$371.29
- We filled 5,443 holds this month.